

# *Simplicity*

**Portfolio  
of  
Simple to make  
Simple  
to care for  
Fashions**



4559

**35¢**

45 CENTS IN CANADA

**The Fashion Magazine**

**Sew**

**1954 Spring Pattern Book**

# And the Band played on



**Quadriga Cloth** has been No. 1 in the hit-parade of favorite cotton fabrics since the Good Old Days. And for the very same reasons that it's No. 1 today:

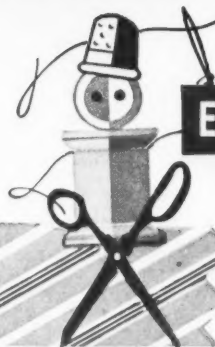
**Quadriga colors** stay bright and beautiful, keep clothes on the "current" list. Wear 'em, wash 'em . . . that band-box freshness is for keeps. So . . .

**Look sharp** for that "Quadriga" label. By-the-yard, with that famous finish that's friendly to your needle.

**Quadriga Cloth**, remember, is the reason for the by-word—  
"The girl who sews has better clothes."

**ELY & WALKER**  
ST. LOUIS

*Quadriga's Needleized Finish is friendly to your needle . . . makes your sewing easier and smoother.*



**E & W Quadriga CLOTH**

Sun-fast ☆ Tub-fast ☆ Needleized finish

E & W Quadriga Shirts for Men and Boys  
E & W Quadriga Jane Clay Dresses  
E & W Quadriga Pajamas  
E & W Quadriga Dora Gordon Dresses  
E & W Quadriga Spring-Bak Shorts







*The first name in linen*

*The last word in quality*

## MOYGASHEL\*

Women who take pride in their own dressmaking instinctively follow the consistent exclusive choice of top dress designers the world over. For years Moygashel\* 100% pure Irish linen has been a favorite with them.

Whether you are in New York or Paris, Rio de Janeiro or Singapore, the same pure, pure Moygashel\* linen is available. Such international acceptance for Moygashel\* has been gained through decades of uncompromising quality.

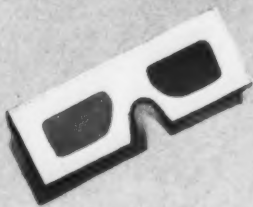
No wonder Moygashel\* linens are featured with pride by the finest stores in every corner of the globe.

For a free booklet, "History of Moygashel\*", write to:

**HAMILTON ADAMS IMPORTS, LTD.,** 10 East 39 Street, New York 16 N.Y.

\*Registered U.S. Pat. Off.

DRAMATIC NEW PRINTS THAT LONG FOR THE TOUCH OF YOUR HAND



*Revelaise* T.M.

THE 3-DIMENSIONAL  
**EVERGLAZE® COTTON**  
WITH COLOR YOU CAN FEEL!

Here are exquisite, new color-embossed prints . . .  
breathtaking in their intricacy! And — this you  
must *touch* to believe — the color is applied  
miraculously to the *raised* portions of the design!

Women who loved the first exclusive Revelaise  
patterns will pounce on these new, high-fashion  
designs! Durably crisp, washable "EVERGLAZE"  
Cotton . . . quick drying, wrinkle, stretch and  
soil resistant . . . residual shrinkage less than 2%.



Simplicity Patterns  
Mother 4288, Daughter 4273



Revelaise Mechanical and  
Process Patents and Pattern Design  
Registrations Applied For



Available in Many Other Colors and Patterns  
Popularly priced at leading department stores  
throughout the United States and Canada—  
or write us and we will tell you where.

BELAIRE FABRICS, a division of M. LOWENSTEIN & SONS, INC., New York 13, N. Y.



# Beautiful Belle of Your Wardrobe...

## New COURTESY™

FINE  COTTONS

WITH A COUTURE LOOK!

Cottons as you've known them take a back seat now that COURTESY Cottons are here! For these new favorites of smart home-sewers are *pure fashion wizardry*...richly-colorful, *couture* prints and coordinated solids...on practical, washable percale.

It's the kind of fashion magic you'd never expect—even from Lowenstein, world's largest producers of printed percales. And the low price is *wonder-ful*, too!

About 59¢ a yard

Simplicity Pattern  
Mother 4428, Daughter 4505



### Courtesy Fabrics Available at These and Many Other Fine Stores:

Akron ..... A. Polsky  
Atlanta ..... Rich's  
Augusta ..... J. B. White  
Baltimore ..... Hochschild Kohn  
Beaumont ..... The Fair  
Birmingham ..... Burger-Phillips  
Buffalo ..... William Hengerer  
Chicago ..... The Fair  
Cincinnati ..... John Shillito  
Cincinnati ..... Rollman & Sons  
Cleveland ..... Halle Bros.  
Columbus ..... F. & R. Lazarus

Dallas ..... A. Harris  
Dallas ..... Titcher-Goettinger  
Dayton ..... Rike Kurler  
Denver ..... Joslin Dry Goods  
Detroit ..... Crowley-Milner & Co.  
Duluth Duluth Glass Block Store  
El Paso ..... Popular D. G. Co.  
Grand Rapids ..... Herpolzheimer's  
Hollywood ..... Broadway Store  
Indianapolis ..... L. S. Ayers  
Jacksonville ..... Phelps  
Kansas City ..... Jones Store

Louisville ..... J. Bacon & Sons  
Milwaukee ..... Boston Store  
Minneapolis ..... The Dayton Co.  
Nashville ..... The Cain-Sloan Co.  
Newark ..... Bamberger's  
New Orleans ..... Krauss Co.  
New York ..... Bloomingdale's  
Omaha ..... J. L. Brandeis & Sons  
Philadelphia ..... Wanamaker's  
Phoenix ..... Korrick's  
Pittsburgh ..... Boggs & Buhl  
Portland ..... Meier & Frank

Richmond ..... Thalheimer's  
Salt Lake City ..... Z. C. M. I.  
Seattle ..... Bon Marche  
Seattle ..... Frederick & Nelson  
Sioux City ..... Younker Davidson's  
St. Paul ..... Emporium  
Syracuse ..... Dey Bros.  
Tampa ..... Maas Bros. & Co.  
Terre Haute ..... Root Dry Goods  
Washington ..... Hecht's  
Washington ..... Lansburgh's  
Canada ..... T. Eaton

It's easy to sew up a winning combination ...  
with matching prints and plains  
**in Indian Head cotton**

**1 for the money ...**  
*You can make any of these  
dazzling-fresh fashions for less  
than \$5.25!*

**2 for the show ...**  
*the beautiful, brand-new  
prints are perfectly matched to  
the solid colors!*

**3 to make ready ...**  
*your clothes are ready to  
wear in record time, because  
Indian Head, with its famous  
"balanced weave", is the fastest-  
sewing fabric ever!*

**and 4 to go ...**  
*season after season,  
sudsing after sudsing,  
Indian Head colors stay bright  
and fresh as new!*

**REMEMBER THIS GUARANTEE:**

"If any article made principally of Indian Head cotton fails to give proper service because of fading or running of Indian Head colors ... or if the fabric shrinks more than 1%, we will make good the total cost of the article."

**BOTTOM**  
Left, Simplicity  
Pattern #4589 ... only  
about \$3.50 to make!  
Right, Simplicity  
Pattern #4590 ... only  
about \$2.50 to make!

**TOP**  
Left, Simplicity  
Pattern #4583 ... only  
about \$5.25 to make!  
Right, Simplicity  
Pattern #4525 ... only  
about \$4.10 to make!

**INDIAN HEAD®**

*Wherever you see it ... we guarantee it!*

A PRODUCT OF INDIAN HEAD MILLS, INC. 1407 BROADWAY, NEW YORK 18, N. Y.



before  
you  
sew a thing  
this  
spring...

look into Acrilan

ACRILAN.

ACRYLIC FIBER BY  
CHEMSTRAND

Dresses:  
(left) Simplicity Pattern 2478  
(right) Simplicity Pattern 2479  
both of FABREX'S "Eyecatcher,"  
a blend of rayon and Acrilan

Look into the fabrics that make life easier for you . . . fabrics made with Acrilan, the amazing new acrylic fiber. They make it easier to look well-groomed, because fabrics made with Acrilan wash quickly, need little or no ironing, hold the smart lines you sew and rarely need pressing. They make it easier to look smart—because there's a whole new flock of spring colors, plain and printed, all rich and elegant to the hand. They even make it easier to sew—because they hold their shape while you cut and while you stitch. Before you go near a scissors this spring, be sure to look into Acrilan.

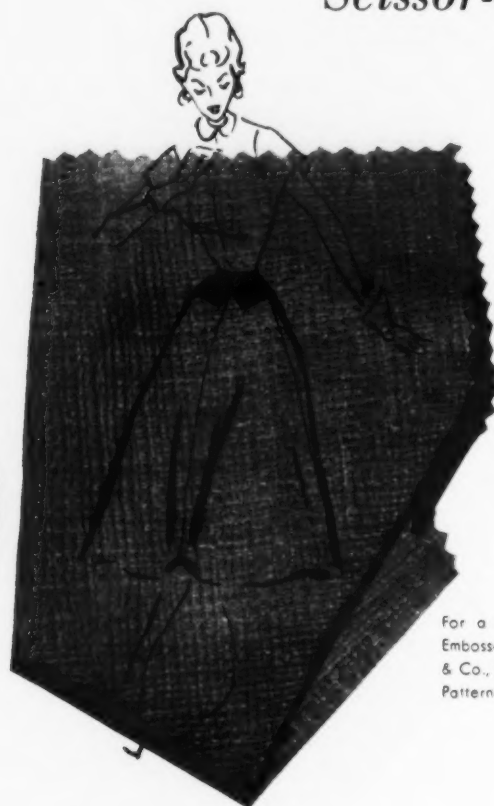
Fabrics by FABREX: (left and center) "Eyecatcher"; (right) "Keynote"—rayon and Acrilan blends



*Fashion  
at your  
Scissor-tips*



For a one-piece dress and coat—"Everglaze" Embossed Chambray by J. P. Stevens & Co., Inc. Misses' sizes. Simplicity Pattern #4604



For a flaring skirt—"Everglaze" Embossed Chambray by J. P. Stevens & Co., Inc. Misses' sizes. Simplicity Pattern #4609

For a two-piece suit and waist-knit blouse—"Everglaze" Tefco® Chambray by J. P. Stevens & Co., Inc. Junior and misses' sizes. Simplicity Pattern #4562



## *Beautiful Everglaze\* chambrays by Stevens*

Fashion excitement, sewing ease—when you sew your new spring wardrobe with wonderful, washable "Everglaze" chambrays by J. P. Stevens. And—whether you choose Stevens' embossed chambray or silky-smooth "Tefco" chambray, you get all the easy-care properties that have made "Everglaze" fabrics famous the world over:

- easy to cut, sew, and tailor
- crease resistant—soil resistant
- shrink and stretch resistant
- wash or clean beautifully
- dry quickly
  - little or no ironing
  - stay durably lively and fresh

For easy, fashion-right sewing—choose exciting "Everglaze" chambrays by J. P. Stevens & Co., Inc.

At leading stores everywhere, in a wide range of fresh-as-spring colors.

For a tailored blouse—"Everglaze" Tefco® Chambray by J. P. Stevens & Co., Inc. Misses' sizes. Simplicity Pattern #4552



\*A trade-mark signifying fabric processed and tested according to processes and standards controlled and prescribed by Joseph Bancroft & Sons Co.



# Be lovely in Lorette

...lots longer!

More pleasure in the wearing, more reward in the sewing, for lovely Lorette by Milliken is the original Orlon-and-wool that actually stays fresh and new-looking lots longer. And this modern life fashion fabric rarely needs pressing . . . keeps pleats and shape, even after washing by hand or machine! See it by the yard . . . in wonderful new Spring patterns, textures, and colors . . . at better stores everywhere.

*washable*

## LORETTE®

55% ORLON®—45% WOOL

by *Milliken*

*High-waist princess in luscious shrimp pink, Simplicity 4599, in Junior and Misses' sizes. Trouser-top grey skirt perfectly matched to a striped jacket, Simplicity 4442 in Teen sizes 10 to 16.*

•DuPont's acrylic fiber

For the name of the nearest store carrying Lorette by the yard, write: DEERING, MILLIKEN & CO., WOOLEN DIVISION, 1407 BROADWAY, NEW YORK 18, N. Y.

# SAG-NO-MOR

worsted wool jersey by *Wyner*

**THE FASHION FLATTERY OF JERSEY!** The new Spring outfit that's sewn of Sag-No-Mor is finished fashion at its most entrancing. Sag-No-Mor, in an exciting array of plain and patterned jerseys, is designed to tempt you into smarter sewing. As the jersey that always holds its shape, Sag-No-Mor is the inevitable choice of creative designers, fine seamstresses and home sewers. Ask salesperson for tearsheet, "How to Handle Sag-No-Mor Professionally," from booklet at end of bolt or write Dept. S, Wyner Fabrics Ltd., 1441 Broadway, New York 18. Mention nearest city. Enclose self-addressed envelope. *Simplicity Pattern #4596*

HAT BY JOHN-FREDERICK





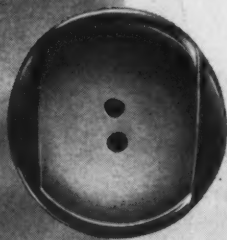
*...the first  
thing you see  
is the buttons*

**Choose La Mode buttons ... first in fashion**

La Mode designs new buttons the way couturiers design new styles ... with a creative approach.

Your own good taste will tell you La Mode buttons do most for your fashions.

Your favorite store has a complete assortment of La Mode buttons for Spring, in every fashion, in every price range. ... or write us.



8908



861



3576



3578



FOR EVERY FASHION ... IN EVERY PRICE RANGE  
**BUTTONS**  
Since 1877

**B. Blumenthal & Co., Inc.**  
1372 Broadway, New York 18, N. Y.

*Also creators of famous Le Chic fashion buttons featured mainly in variety stores*



# A YARD AND A QUARTER IN EVERY YARD



## New, economical Galey & Lord cottons — in 45-inch widths

Here's real cutting economy...because you get a quarter of a yard more fabric than with the traditional 36" width cottons.

Whether it's for clothing or home furnishings, these new 45" cottons cut to better advantage on most patterns, help you to sew easily and thriftily. For instance, in curtains, a single width is sufficient fullness for regulation windows.

Look for Galey & Lord's style conscious cottons in the thrifty 45" width at your favorite yard goods counter.

**Galey & Lord fabrics from Burlington Mills**

1407 Broadway, New York 18, New York



## Very Much at Home



Left — A smart housedress that might well double as a brunch coat on Sunday mornings. This is a Simple to Make style with cuffed sleeves and a surplice front closing. 4474, sizes 12-40, 35c.



Right — A housedress with wrap-around back, Peter Pan collar, cuffs and a handy pocket at the hip. 4526, sizes 12-48, 35c.  
All Simplicity Patterns are printed.



Left — A dress with a wrap-around back for half-size figures. Cap sleeves are formed by the extended shoulder line and there's hint of a mandarin collar at the throat. Simple to Make 3945, 12½-24½, 35c.



Right — Another Simple to Make housedress for misses and women. The fitted bodice features a V-neck and the skirt has huge patch pockets. 4015, 12-42, 35c.

All Simplicity Patterns are printed.



now **HANORA** brings you fabulous  
sew-at-home fashion fabrics for coats, dresses  
 and robes that are so-at-home in your **BENDIX**  
WASHER-DRYER



**Simplicity Pattern #4564**

Hanora's delightful D'ORELLA, 100% Orlon® Fleece, makes a sprightly Spring topper something extra special. It's feather-light, luxuriously soft . . . warmly welcome for those nippy nights in Spring. Treat it to the gentle yet thorough action of your Bendix—and wear it neat and new-looking again in less than an hour! There's never any loss of color, line or tailoring detail.

In white, nude, pink, coral, blue and maize.

Also available in Frost-Ron Orlon Fleece—in corresponding frosty-tone colors.

Washable Orlon-Taffeta linings available in matching colors.

\*Du Pont's Acrylic Fiber  
 †Chemstrand's Acrylic Fiber



**Simplicity Pattern #4400**

You're being "sew-smart" when you choose Hanora's delightful ACRELLA for your new Spring dress. 80% Acrilan† and 20% wool, ACRELLA needs no dry-cleaning or pressing. It washes economically, safely, easily—as often as you please in your Bendix!

In cashmere, coral, horizon blue, heather grey, heather tan, green and white.

At fabric stores and fabric counters of department stores.



**Simplicity Pattern #4471**

Easy does it! You really relax in your Bendix washable robe of Hanora's lovely KITTENYL Nylon Fleece.

Downy-soft, 100% Nylon, it makes sewing a snap, washing a carefree pleasure!

In white, nude, pink, blue and coral.

This pattern is also suited for Hanora's Bendix washable LORONYL, a rich blend of Orlon and Nylon.

reaches the heart of beauty



**HANORA**

*Fabrics company inc.*

1412 BROADWAY, NEW YORK 18

- ☐ Please send name of nearest store.  
 Please send me more information on Bendix Washable:  
☐ D'ORELLA Orlon Fleece    ☐ KITTENYL Nylon Fleece    ☐ LORONYL    ☐ ACRELLA

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

Nearest Large City \_\_\_\_\_

Make it yourself  
in the loveliest  
of pure linens

### ...Old Keltic Irish linens

The very fabric of fashion...  
wonderful-to-work-with OLD Keltic linen!  
Yours for the making...in a profusion of colors  
that take to tubbing—superbly.  
Specially woven to breathe...  
Tebilized to keep its crisp freshness.  
Sanforized, of course!



SIMPLICITY PATTERN  
No. 4549

You can tell  
the OLD Keltic  
by the name stamped  
on the bolt end.

For your color chart of OLD Keltic IRISH LINENS in 28 ravishing colors, mail this coupon to BLACKSTAFF LINENS, INC., 15 West 37th St., New York 18, N. Y.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

## The Decorative Apron



Left: A pretty cobbler's apron with a sweetheart neckline and cap sleeves.  
Transfer included. 4546 one size, 35c.

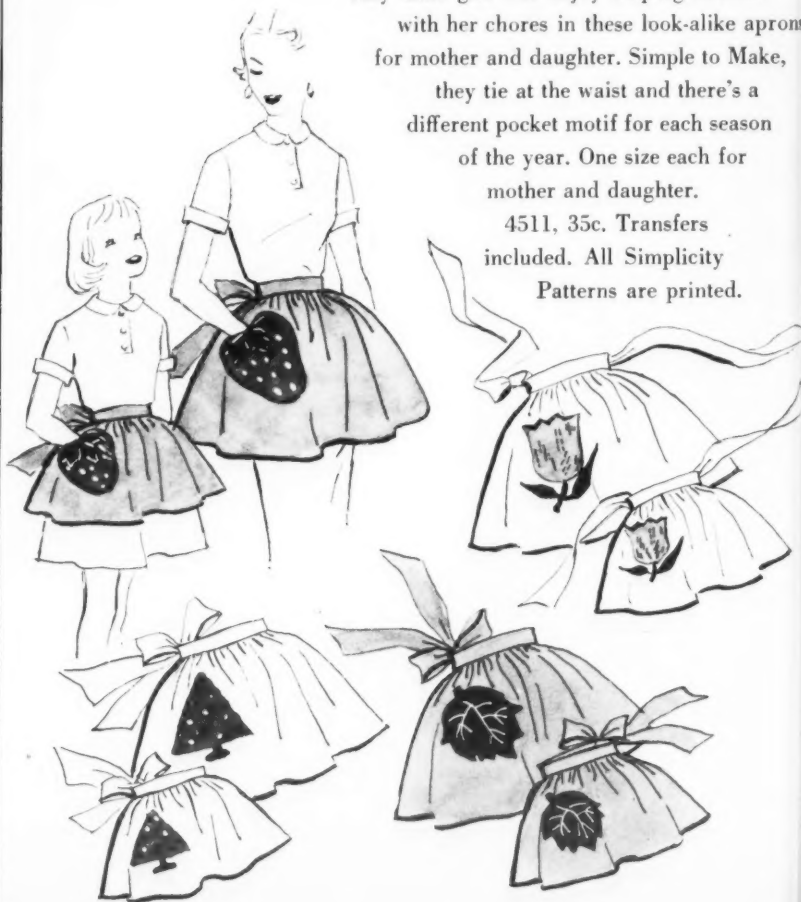
Right: A wrap-around apron to keep you pretty in the kitchen.  
Scoop-necked and sleeveless,  
it comes in sizes 12-44.  
4514. 35c.



Center: Another cobbler apron with three handy pockets. Instructions for a potholder are included in this Simple to Make style in small, medium, and large sizes. 4492, with transfer, 35c.  
All Simplicity Patterns are printed.



Any little girl will enjoy helping Mother with her chores in these look-alike aprons for mother and daughter. Simple to Make, they tie at the waist and there's a different pocket motif for each season of the year. One size each for mother and daughter.  
4511, 35c. Transfers included. All Simplicity Patterns are printed.





# Anybody can wash

## LEBANON<sup>s</sup> *luxurious, by-the-yard, Sanforlan\**

## WASHaFLAN\* and WASHaJERSI

*with safety, ease, and speed!*

WASHaFLAN is a remarkable flannel blend of 85% wool and 15% nylon that keeps its soft, smooth finish even after a trip to the washing machine. WASHaJERSI, a fine 100% wool jersey, emerges from careful sudsing looking soft, fluffy, and sparkling bright. There is no substitute for these amazing Lebanon fabrics. Both are popularly priced, and sold by-the-yard in more than 2,000 fine stores over the country. At stores listed, or for store nearest you, write to Lebanon Fabrics Corp., 450 Seventh Avenue, New York 1, N. Y.

*Simplicity Patterns*

#4614 Dress and jacket of WASHaFLAN  
#4386 Child's jumper of WASHaFLAN,  
blouse of WASHaJERSI

Akron, Ohio ..... *Polsky's*  
Blackfoot, Idaho..... *C. C. Anderson*  
Boise, Idaho..... *C. C. Anderson*  
Boston, Mass..... *Jordan Marsh*  
Baltimore, Md..... *O'Neill's*  
Bridgeport, Conn..... *Read's*  
Butler, Pa. .... *Troutman's*  
Cincinnati, Ohio ..... *Kollman's*  
Cleveland, Ohio..... *Sterling Lindner Davis*  
Columbus, Ohio..... *Morehouse-Fashion*  
Connellsville, Pa. .... *Troutman's*  
Dallas, Texas ..... *Titcher-Goettinger*  
DuBois, Pa. .... *Troutman's*  
Easton, Pa. .... *Laubach's*  
Everett, Wash..... *The Bon Marche*  
Framingham, Mass..... *Jordan Marsh*

Grand Rapids, Mich..... *Herpolsheimer's*  
Great Falls, Mont..... *The Paris Co.*  
Greensboro, N. C..... *Meyer's*  
Greensburg, Pa. .... *Troutman's*  
Hamilton, Ohio..... *Robinson-Schwenn*  
Harrisburg, Pa..... *Pomeroy's*  
Idaho Falls, Idaho..... *C. C. Anderson*  
Indiana, Pa. .... *Troutman's*  
Jackson, Mich..... *Field's*  
Kansas City, Mo..... *Peck's*  
Lake Charles, La..... *Muller's*  
Lebanon, Pa. .... *The Bon Ton*  
Lewiston, Idaho..... *C. C. Anderson*  
Logan, Utah..... *C. C. Anderson*  
Longview, Wash..... *The Bon Marche*  
Lowell, Mass..... *The Bon Marche*  
Lynchburg, Va..... *Guggenheimer's*

Middletown, Ohio..... *John Ross*  
Minneapolis, Minn..... *Donaldson's*  
Muskegon, Mich..... *Hardy-Herpolsheimer's*  
New Castle, Pa..... *The New Castle Store*  
New York City..... *Gertz, Jamaica*  
New York City..... *Gertz, Flushing*  
New York City..... *Stern Brothers*  
Northgate, Wash..... *The Bon Marche*  
Ogden, Utah..... *C. C. Anderson*  
Paterson, N. J..... *Quackenbush's*  
Pendleton, Oregon..... *C. C. Anderson*  
Pontiac, Mich..... *Waite's*  
Pottsville, Pa. .... *Pomeroy's*  
Pueblo, Colo..... *C. C. Anderson*  
Rapid City, S. D..... *Donaldson's*  
Reading, Pa. .... *Pomeroy's*  
Richland, Wash..... *C. C. Anderson*

San Antonio..... *Joske's of Texas*  
Savannah, Ga. .... *Levy's*  
Seattle, Wash..... *The Bon Marche*  
Spokane, Wash..... *The Bon Marche*  
Springfield, Ohio..... *Edward Wren*  
Springfield, Mo. .... *Heer's*  
St. Paul, Minn..... *The Golden Rule*  
St. Petersburg, Fla..... *Maas Brothers*  
Syracuse, N. Y..... *Dey Brothers*  
Tacoma, Wash..... *The Bon Marche*  
Tampa, Fla..... *Maas Brothers*  
Twin Falls, Idaho..... *C. C. Anderson*  
Walla Walla, Wash..... *The Bon Marche*  
Warren, Pa. .... *Metzger-Wright*  
Waterloo, Iowa..... *Black's*  
Wilkes-Barre, Pa. .... *Pomeroy's*  
Yakima, Wash..... *The Bon Marche*

It's cotton picking time!

*Stoffel's*  
fine fabrics



Simplicity  
Pattern No. 4619

Voile...Enchanting prints and plains, extra fine woven quality.  
Tebilized\* for tested crease-resistance, pre-shrunk.†

Sportaire\*...Woven in threaded checks, plaids, clipped effects. Sanforized\*, anti-crease.

Pageant Prints\*...New crispness in colorful abstract and Paisley designs. Pre-shrunk†, Tebilized\* for tested crease-resistance.

—All guaranteed washable—

Look for the name Stoffel's when you buy cottons by the yard.  
Among the many popular Stoffel's fabrics are:

Iridot*	Swiss Organdie	Swiss Batiste
Tinydot*	Frostint* Organdie	Pique's

Stoffel & Co., Inc., 271 Church Street, New York 13, N. Y.



\*®  
† Shrinkage will not exceed 2%.

## Presenting: A New Washable Interfacing

David B. Carmel & Co., distributors of Armo Hair Canvas for suits and coats, have developed the first washable, woven interfacing. Known as "Form-Ite", it has been especially created for use with the many wonderful, washable fabrics now available for all types of fashions. Made of cotton and rayon, it is 25" wide in white, black, natural, and is resilient and crush-proof, easy to sew, quick drying, and retains its shape. We recommend it for the types of garments shown here:

The tailored blouse achieves its crisp look with front and details interfaced. 4237, 12-20, 35c



The tailored fit is made possible by the use of interfacing on bodice and skirt. 4574, 12-20, 35c.



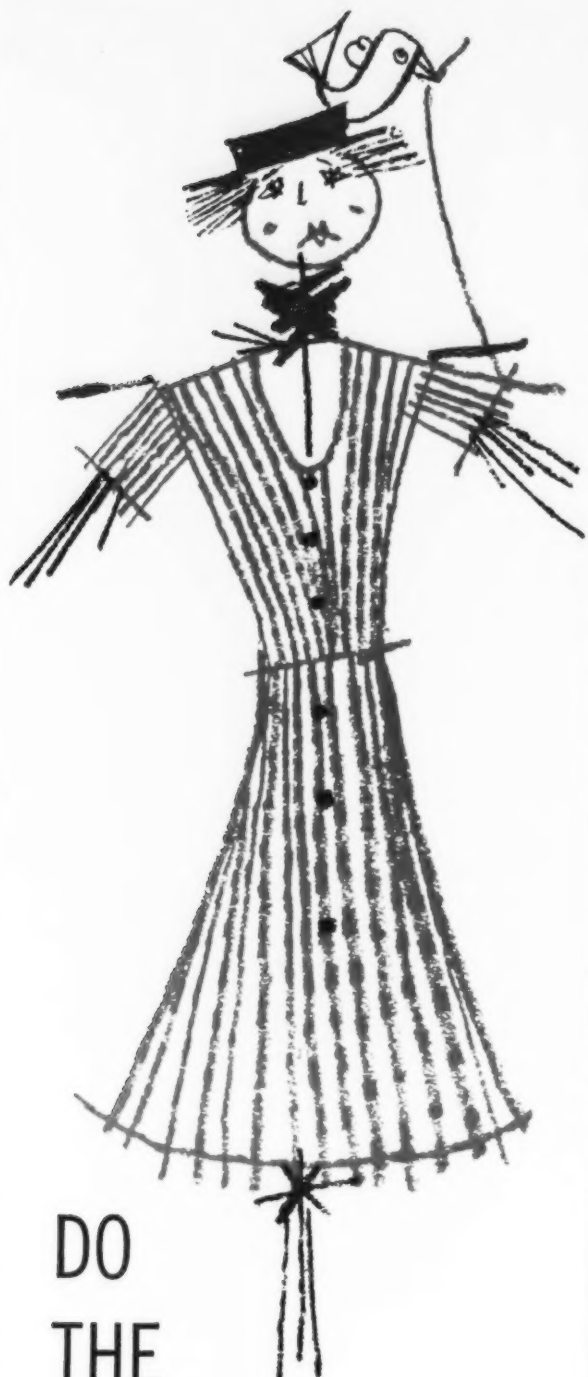
The washable suit must be interfaced with a washable interfacing. 8457, 12-20, 50c.



The soft suit maintains its fitted appearance when properly interfaced. 4551, 12-20, 35c.







DO  
THE  
DRESSES  
YOU MAKE  
LOOK  
LIKE  
THIS?

## COLLAR

Formite interfacing gives it the shape the designer intended and keeps it that way.

## CUFFS

Formite keeps cuffs crisp and shapely always.

## FRONT

Formite interfacing placed in the front of your dress assures a smart, flattering shape for the life of the fashion.

## FLAIR

Formite is the important medium for interfacing fashion-favored bouffant skirts and keeping them in shape. It is also a necessity for bows, drapes and other haute couture inspirations.

**D**o your home sewn dresses lack the professional touch?

**D**o the important details lie limp instead of holding their shape after washing and dry cleaning?

**N**ow, using washable woven FORMITE interfacing, you can guarantee the shape of your fashions and be proud to say "I made this dress myself."

**F**or interfacing your suits and coats use shape retaining ARMO Hair Canvas available in the width and weight your fashion requires.

**W**hen buying interfacing remember to ask for genuine FORMITE for dresses and ARMO for suits and coats. Check the identification to be sure.

DAVID B. CARMEL & CO., INC.  
1407 Broadway, New York 18



WASHABLE



Tested and approved  
by Lux Laboratories

**FORMITE**  
EVERSHAPE

INTERFACING  
GUARANTEES  
LASTING SHAPE

## When in doubt—don't

What a waste of time and effort—when the cotton dress you sewed so perfectly shrinks so badly!

Don't take a chance!  
Insist on seeing "Sanforized"  
on the bolt end of any cotton  
material *before* you buy.

Better look twice! Make  
*sure* the bolt end reads  
"Sanforized" . . . then you  
know your cotton can never,  
*never* shrink out of fit . . .  
out of style.





*make it sleek,  
make it demure,  
make it from Erwin denim...*

Choose from many colors, two  
denims, each with its own fashion  
story. You'll delight in  
Erwin's WHITE SAIL\*  
and BLUSURF,\* denims  
with a delicate air,  
surprising endurance.

WHITE SAIL is the lightest weight  
denim yet made... is cotton  
strengthened with nylon. It's  
a generous 41 inches wide...

Sanforized... washes and irons  
like any fine cotton.

BLUSURF is a light weight  
dress or playclothes denim,  
soft-of-hand yet crisp in appearance  
... 36 inches wide, Sanforized.

When you're ready to sew,  
ask for either at your  
favorite piece-goods  
department.

Or write us for  
the name of the  
nearest dealer.

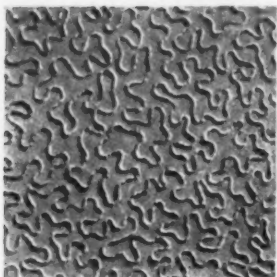


**ERWIN MILLS**  
DURHAM • NORTH CAROLINA





**Cording**—fashionable "finish" for slipcovers . . . and garments, too.



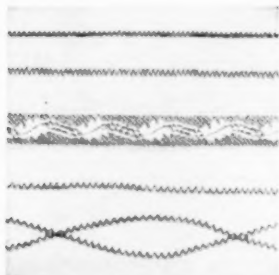
**Metallic Stitch**—so glamorous. Another SINGER fashion specialty.



**Bouclé Stitch**—far easier than it looks. Gay on table mats, dresses.



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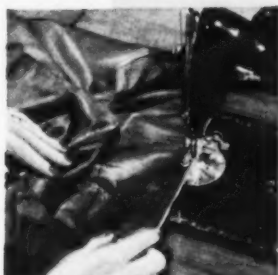
**Spark Stitch**—dainty for dresses, blouses. Simple the SINGER way!



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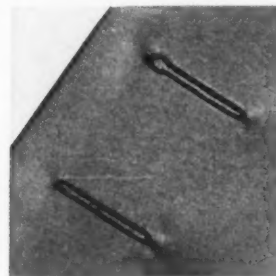
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all in rhyme with the best in taste...all of them are lyrical examples of why



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*Fashion cottons galore in LUSTERCALE\*,  
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*—and this season's highlight,*

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# Simplicity

## 1954 Spring Pattern Book



We show our cover costume in a blue as soft as the first Spring days. It's Simple to Make and is in washable and crease-resistant Moygashel Irish linen.

The dress and jacket are Shanlin; the polka-dot accents Marathon linen. Talon "Seam-Thin" zipper. 4559, sizes 11-18, 50c.

Ektachrome by Lillian Bassman

### Fashions:

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## Portfolio of Simple to make and Simple to care for Fashions

With another season at hand you'll be planning a new wardrobe. In our introductory portfolio we've collected a group of clothes that are not only very Simple to Make, but a joy to care for as well, and this year there's a bonus for the woman who sews. The news is in fabrics. They are prettier than ever, and, now thanks to science and industry, they practically take care of themselves. All are washable, most are crease-resistant, and many require only the touch of an iron or no pressing at all. You'll find these new fabrics and a complete selection of clothes in our Simple to Make pages. This means a maximum of style with a minimum of pattern pieces, buttonholes, and elaborate detail. We feel sure you'll enjoy making them and know they'll be fun to wear. And for you who would know your fabrics, here is a glossary of the terms we have used in this issue which are trademarks of treatments applied to some of the fabrics on the following pages.

*Everglaze* — makes cottons and rayons resistant to wrinkles, spots, mildew and soil, washable and quick-drying or dry cleanable.

*Sanforized* — makes cotton shrink and stretch resistant.

*Sanforlan* — makes woolens shrink and stretch resistant after washing without matting or felting.

*Tebilized* — makes cottons and rayons resistant to wrinkles.

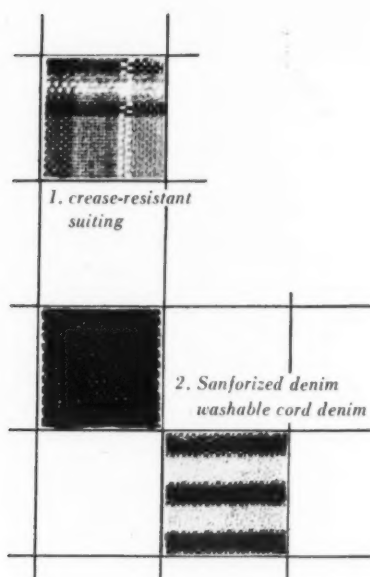
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Simple to make • Simple to care for

# The Box Suit Ensemble



KAREN RADKAI

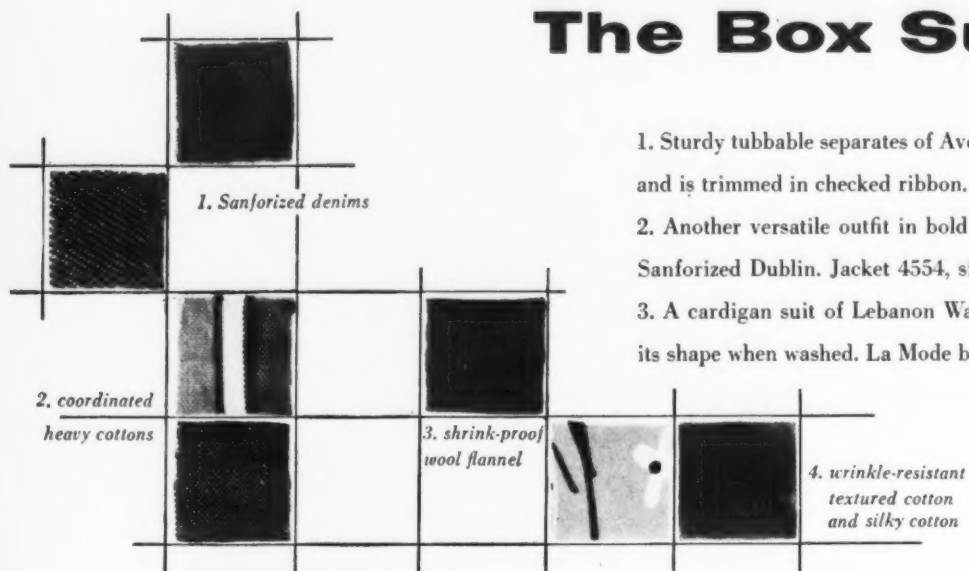
Opposite page: A pink and grey plaid suit with a cardigan neckline to wear for Spring and into Summer. The fabric is very 'easy to care for' and quick drying as well. It's Milliken's washable Lisbon, in crease-resistant Acrilan and rayon suiting. La Mode buttons. 4561, sizes 12-20, 50c.

Above: a three-piece costume with the jacket lined to match the blouse. Erwin's plain Blu-Surf and striped Cool-Cord Sanforized denims. Pellon washable interfacing. 4562, sizes 11-18, 50c.

Backviews p. 64. Yardages p. 66. Accessories p. 62. All Simplicity Patterns are printed.

**Simple to make**  
**Simple to care for**

## The Box Suit Ensemble



1. Sturdy tubbale separates of Avondale Onyx Sportdenim. The jacket has a pointed collar and is trimmed in checked ribbon. 4554, sizes 12-20, 35c. Skirt 4491, sizes 24-38, 35c.

2. Another versatile outfit in bold striped denim. Jacket and skirt of Avondale Sanforized Dublin. Jacket 4554, sizes 12-20, 35c. Skirt 4491, sizes 24-38, 35c.

3. A cardigan suit of Lebanon Washafan—wool and Du Pont nylon, Sanforlan, to keep its shape when washed. La Mode buttons. Braid trim by Franken. 4395, sizes 11-18, 50c.





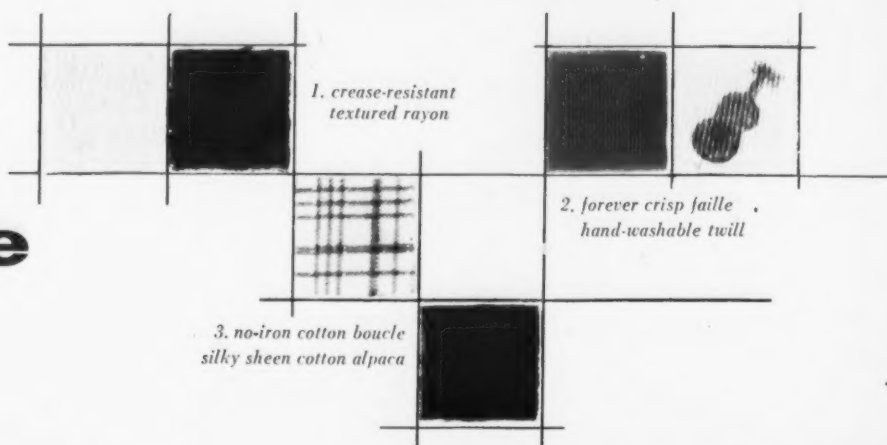


4. Suit of a delectable sherbet shade, always crisp and pretty because it's Tebilized for crease-resistance. Flugelman washable fabrics. Suit of Ruff-Lin, A Guild Cotton. 4171, 11-18, 50c. Blouse and lining: Everglaze Sera-Sheen. 4180, 12-40, 35c. Bkws. p. 64. Ydgs. p. 66. Accessories p. 62. All Simplicity Patterns are printed.



Simple to make • Simple to care for

# The Straight-Line Sheath



2



3

PLUCER

The narrow look makes news for Spring in smart ensembles.

1. Opposite page: Slender and shaped, the straight line sheath with an air of elegance and composure. We show it with a three-quarter-sleeved jacket for cool days, a short-sleeved version for warmer days, and simply on its own. The fabric is Lankenau's Bark-Lyn textured rayon and it's wrinkle-resistant and washable. 4558, sizes 12-20, 50c. BGE buttons and Pellon washable interfacing on these pages.

2. A pretty print with a coat lined to match. Skinner fabrics:

the coat, Danza Faille; the dress and lining hand-washable acetate twill. Bac-A-Belt self belt. 4557, sizes 11-18, 50c.

3. Dress with contrasting coat and cuffed jacket to match.

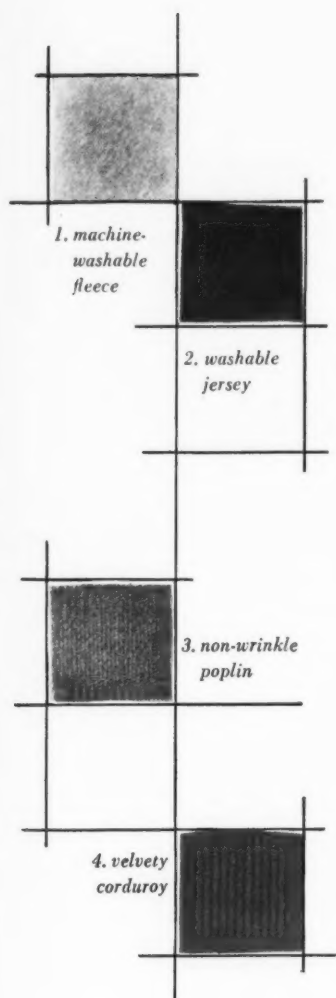
Coat of Galey & Lord crease-resistant Grana cotton alpaca. Dress, lining, and jacket Shagbark cotton boucle — a washable, crease-resistant fabric. 4604, 12-20, 50c. Bkws. p. 64. Ydgs. on p. 66. Accessories p. 62. All Simplicity Patterns are printed.



**Simple to make**

**Simple to care for**

## The Straight-Line Coat



A wearable, washable quartet of wonderful coats to make a success of all your Spring ensembles.

1. A coat of palest blue fleece with classically casual lines. This collarless cardigan style is made of Hanora Orella fleece of Du Pont Orlon and has an Orlon lining as well. 4402, sizes 12-20, 50c.

2. The perfect addition for any Spring outfit — a coat with gently flaring lines and deeply cuffed sleeves that slip easily over a suit or flatter a pretty dress. Lebanon Sanforlan Washajersi. 4191, sizes 11-18, 50c.

3. Another coat inspired by the becoming cardigan. This one is in a new khaki shade of heavy cotton and has flaps that look like pockets. Dan River Sanforized Wrinkl-Shed Nugget Poplin. 4557, sizes 11-18, 50c.

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4. Color Photograph: Lean coat in a velvety siren red with a belted back and flat leather buttons. Juilliard Featheroy hand-washable corduroy. 4564, sizes 12-20, 50c. La Mode buttons and Pellon washable interfacing on these pages. Backviews are on p. 64. Yardages p. 66. Accessory information p. 62. All Simplicity Patterns are printed.



**Simple to make**  
**Simple to care for**

## The Jiffy Dress

1. A slender dress for casual daytime wear. Made of Wesco's Wash-O-Matic Belfast butcher rayon, crease-resistant and guaranteed washable. 4523, sizes 11-18, 35c.
2. Boat-necked and becoming. The easy skirt is cinched at the waist. Simtex Custom Cotton; crease-resistant and Sanforized for lasting fit. 4398, 11-18, 35c.
3. Under a box jacket, a slim dress gathered at the shoulder; a tie at the back of the neck. Beekman's washable, crease-resistant Linbark cotton. 4597, 12-20, 50c.



PLUCER



1. machine-  
washable  
butcher rayon

2. shrink resista  
heavy cotton

4. The very breath of Spring — a dress of Bates Disciplined cotton that stays pretty. The fabric is washable, crease and spot-resistant and irons like a hankie. 4582, sizes 11-18, 35c. Backviews page 64. Yardages page 66. Accessory information is on page 62. All Simplicity Patterns are printed.





3



3. textured,  
wrinkle-proof,  
plain and  
twin-print cottons



4. cotton print  
guaranteed  
against wrinkles

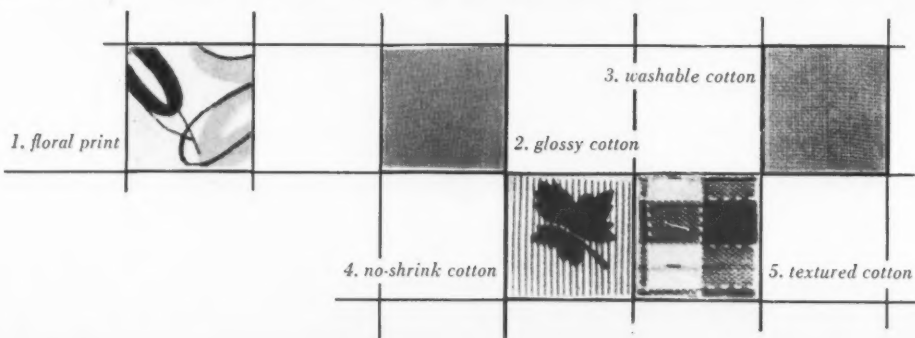


4

Simple to make • Simple to care for



DERUJINSKY



# Gay Young Cottons



Opposite Page: 1. and 2. Two views of our full-skirted charmer with tiny cap sleeves and a cuffed

boat neckline that dips to a V in back. They're both

Lowenstein cottons: the flowered dress is a Courtesy Print; the melon

shade is a wrinkle-proof Coronet broadcloth, Mercerized for a shiny finish. 4556, 11-18, 35c.

3. A surplice dress with a gentle skirt for easy walking, a wide cummerbund to flatter your waist; casual push-up sleeves. Washable Indianhead cotton. 4153, 11-18, 35c.

4. A sleeveless dress with a tiny banded collar and a wonderful skirt of unpressed pleats. The inverted pleat of the bodice.

points to a tiny waist. Washable and

Sanforized, it's a Wamsutta Poetry in Prints cotton inspired by a line from Keats. 4619, sizes 11-18, 35c.

5. A dress with this season's stand-away neckline and sparkling white accents of fresh pique. It's made of Mooresville Mills Sanforized Novelty Cotton check. 4583, sizes 11-18, 35c. Buttons by La Mode.

Backviews are on page 64. Yardages page 66.

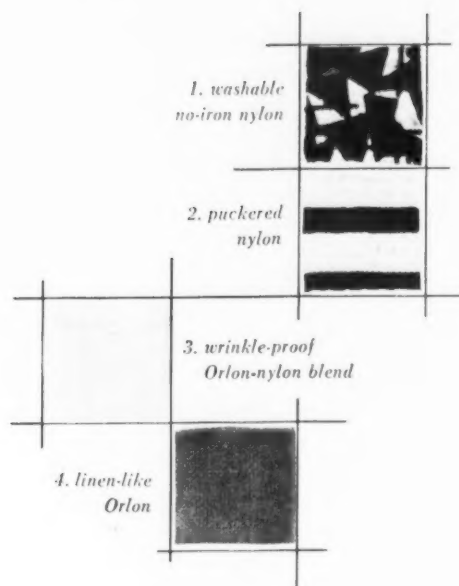
Accessory information is on page 62.

All Simplicity Patterns are printed.





Simple to make • Simple to care for



## The No-Wrinkle Blouse

1. A blouse in an abstract print that washes like a dream and needs no ironing. Belding fabric of Du Pont nylon. 4552, sizes 11-18, 35c.
2. The same Belding fabric in a stripe makes a blouse with a fresh, young detail — the perfect complement for a Spring suit. 4552, sizes 11-18, 35c.
3. A blouse with a bow as fresh as Spring itself. It's as practical as it is pretty because it's made of Mallinson checked sheer of Du Pont Orlon and nylon — a washable fabric that dries quickly. 4180, sizes 12-40, 35c.
4. Jewel-neckline blouse with tab detail and a contrasting stripe from sleeve to sleeve. Mallinson, washable, no-iron Air Spun of Du Pont Orlon. 4434, sizes 10-20, 25c. Costumaker buttons on these pages. Yardages p. 66. Backviews p. 64. Accessories p. 62. All Simplicity Patterns are printed.





3

4

DERUJINSKY

Noted For Comment —





# The Stand-Away Neckline

4551 — A dressmaker suit with the curved and fitted line that's so good this Spring. Of Wesco's crease-resistant Dot N' Dash rayon and acetate. Form-ite sheer canvas interfacing. Sizes 12-20, 35¢.

4553 — A little Empire blouse with a smart-stand-away collar. 12-20, 35¢.

4618 — The slim dress with a smooth hipline, and rounded, short-sleeved bodice. Sizes 12-18, 35¢.

4561 — The box-suit takes up the stand-away motif. Its narrow skirt has a simulated fly front and the short jacket features patch pockets. Mooresville crease-resistant suiting of rayon and Du Pont nylon. Earl-Glo lining. Sizes 12-20, 50¢.



4549 — A little jacket that will make a costume of all the slim dresses you'll be wearing this season. It falls straight from the shoulder, stopping just in time to show a small waist, and features three tiny buttons towards the top. Blackstaff Sanforized and crease-resistant Irish linen. Sizes 11-18, 35¢. La Mode buttons. Backviews p. 64. Yardages p. 66. Accessories p. 62. All Simplicity Patterns are printed.



4550

4550 — A plaid suit, slim of skirt, with a molded jacket fitted close to the waist and flaring over the hips. 12-20, 50¢.  
 4620 — A sleeveless dress softly draped and tied at the shoulder. Sizes 12-20, 35¢.

4620



HIMMEL



4567

4599

4567 — A smart dress with a slashed neckline and indented closing. Cohama cotton and Chromspun Town Par. 12-20, 35¢.  
 4599 — A dress with the abbreviated bodice and long smooth fit of the Empire line. Note the new stand-away collar. Of Moygashel crease-resistant Shanlin Irish linen. 11-18, 50¢.

## Noted For Comment The Shaped Look

Fashion has many shapes this Spring and we show you here a variety of the highlights to help you plan your wardrobe. The fitted sheath, the crisp, rounded look of dresses and suits, and the slim coat dress with back fullness. Also, two interpretations of the princess line; one the Empire bodice fitted high under the bosom, the other classic and molded.

4487 — Sheath dress with draped collar. Simple to Make 12-20, 50¢.



4574



4550

4550 — Suit dress of Moygashel crease-resistant Shanlin Irish linen. 12-20, 50¢.  
4574 — Double-collar dress of Wesco rayon and acetate crease-resistant Painted Desert. Sizes 12-20, 35¢.



4601

4599

4599 — A well cut dress with Empire lines. The full skirt might take a petticoat. 11-18, 50¢.

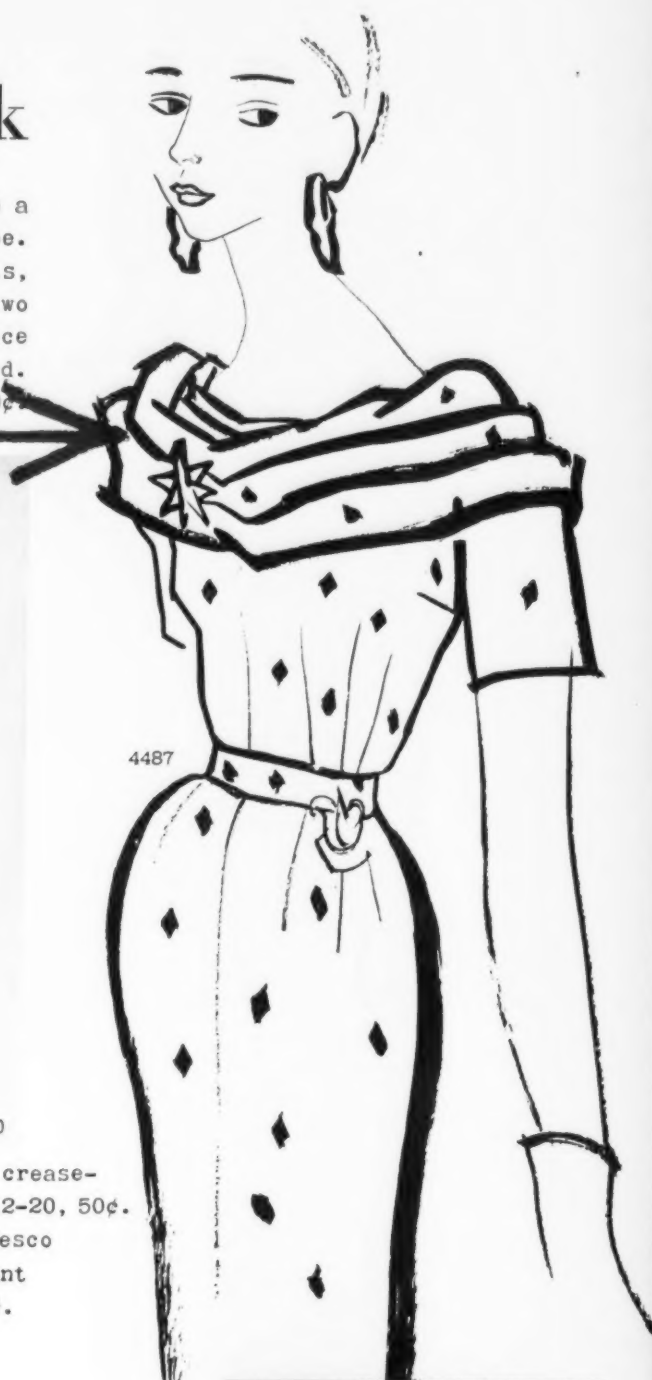
4601 — Princess dress with well-defined bodice details. 11-18, 35¢.

4427 — A slender column of a coat dress with buttons from neck to hem and back fullness. Schwarzenbach Mardi Gras Chromspun Faille.

12-40, 50¢. Seely Shoulder Shapes on these pages. Buttons by BGE. Backviews p. 64. Yardages on page 66. Accessories p. 62. Simplicity Patterns are printed.



4427



4487



## Noted For Comment     The Little Cover-Up

HIMMEL



4549

4549 — A cool, sleeveless jacket to wear over slim clothes throughout the Summer. Wm. Lind Alreco Birdseye pique. 11-18, 35¢.



4376

4555 — Short-sleeved cardigan with attractive transfer design. 11-18, 35¢.  
4376 — A hip-length topper to wear over your Spring suits. Sizes 11-18, 35¢.

4555 — Pretty twosome, a sleeveless blouse and short cardigan. Of Wyner's Sag-No-Mor worsted Jersey. Franken trim. Sizes 11-18, 35¢. Bkws. p. 64. Ydgs. p. 66. Accessories p. 62. All Simplicity Patterns are printed.





## With Easter in Mind

five pages of pretty, spring fashions

A jersey ensemble of casual elegance  
to take you anywhere in style.

Wyner's Sag-No-Mor worsted and  
rayon straw jersey.

Armo hair canvas interfacing.

B.G.E. Buttons. Accessories page 62.

4596, sizes 12-20, 50c.

## With Easter in Mind—an array of color

With the pleasant days ahead we welcome the change from the subdued colors of the past months to this colorful selection for Spring.

4389 What the well-dressed will wear, a basic sheath dress worn under the box cardigan jacket, the stole completes the outfit.

All three items included in pattern. Sizes 11-18, 50c.

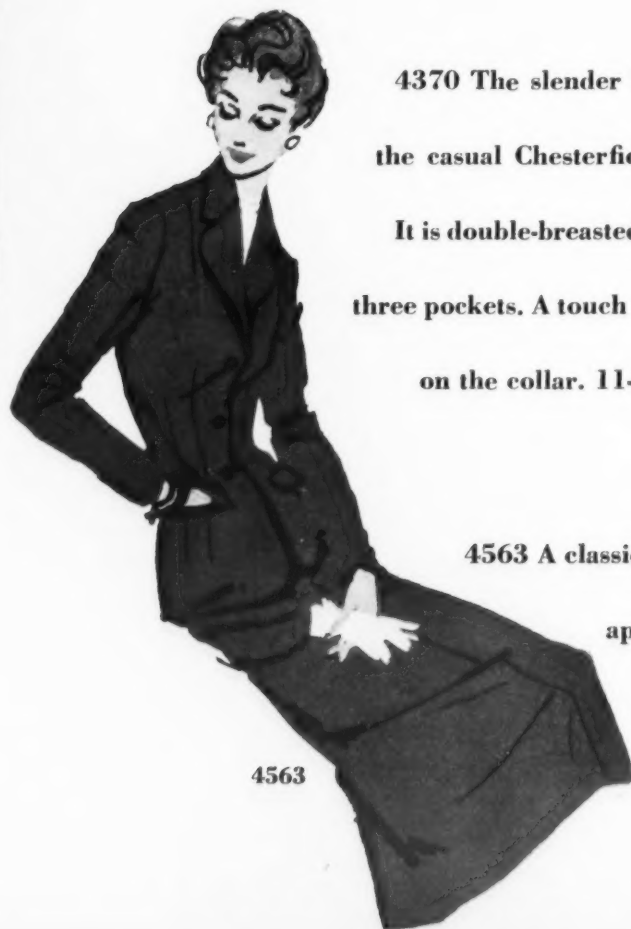
4525 A practical two-piece dress with a Spring air about it. The crisp jacket takes on the appearance of an overblouse with two roomy pockets. Detachable collar and cuffs included in pattern. Sizes 11-18, 35c.

4370 The slender line of the casual Chesterfield coat. It is double-breasted and has three pockets. A touch of velvet on the collar. 11-18, 35c.

4563 A classic suit that's always appropriate. The trim jacket is tailored to fit your figure. The skirt is simple and narrow. Sizes 12-40, 35c.



4389



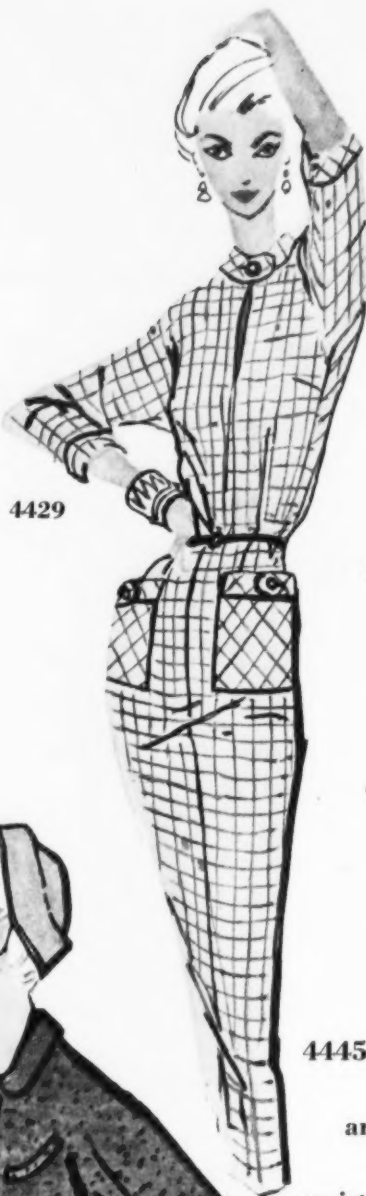
4563



4525

4370





4429

4429 A fresh and appealing look to a basic dress than can be dressed up or down with each accessory change. The jewel neckline has a single button. We like it in a bright check fabric. Sizes 12-20, 35c.

4565 Your wardrobe isn't complete without a Spring top. Our tapered box jacket is collarless and fits comfortably over suits and dresses. There are buttons on the front closing, and the lower edge of sleeve for decoration. Sizes 12-20, 35c.



4565

4445 The simple elegance of a dress and jacket. The jacket fits to the waist and has make-believe pockets. The slim sheath underneath has a wide, shaped neckline. 11-18, 50c.

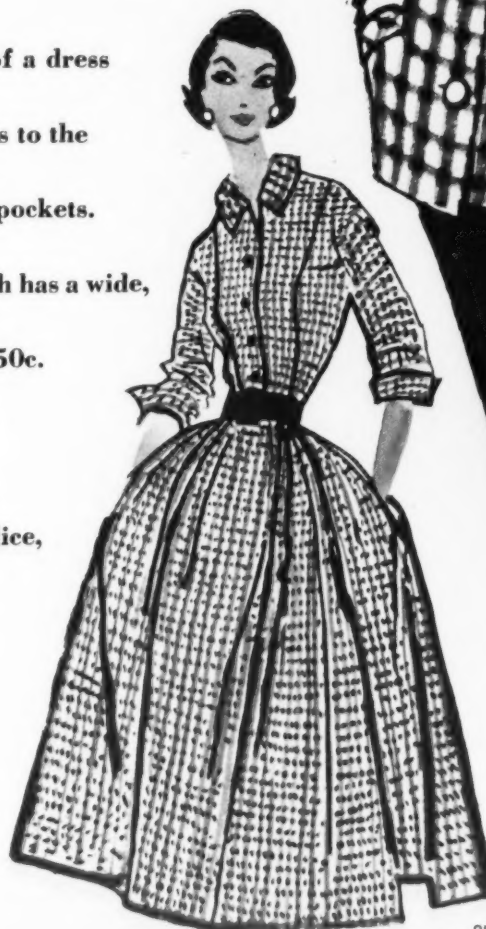


4445

4459 A Spring charmer with shirtwaist bodice, for those who prefer a graceful skirt. Sizes 12-20, 35c. Backviews on pg. 64.

Yardages on pg. 66.

All Simplicity Patterns are printed.



4459

OLSON

## With Easter in Mind—a very special costume

Now that Easter is at hand the Spring season is ushered in officially. Select your new wardrobe from our collection of very pretty costumes.

4465 A tiny pocket tops the unusual bodice treatment of this otherwise basic dress. For a crisp note add the pert bow, detachable collar and cuffs. 11-18, 35c.

4465

8490 For that extra coat in your closet, or your only coat for

in-between seasons, this hip-length topper

will fill all your needs. It features

a gently flared back, long, widely cuffed

sleeves and tip stitch trimming all around

the coat edge. Misses' and Women's sizes 12-40, 50c.

8490

4183 A princess style suit that's a

delight to own. It's suitable for either casual or

dressy wear, depending on the fabric you make

it in. The neatly fitted jacket has slanted welt

trim. The skirt has four gores and is

moderately flared. Misses' and Women's sizes 12-42, 50c.

4183

4436 A new interpretation of a tapered

box jacket. Contrasting collar,  
cuffs and pocket flaps.

Skirt has a center front  
pleat. Sizes 12-44, 50c.



4467 As becoming as can be, this dress

will gather compliments from the

first day you wear it. The

front closing buttons up to a jewel

neckline. Moderately flared skirt.

Sizes 11-18, 35c.



4569 This season the two-piece costume is a must

in every woman's wardrobe. The shaped neckline of this

slim dress is trimmed with braid. The box jacket is enhanced by a shawl collar.

Botany's Thistle worsted bouclé. Earl-Glo lining. Armo Interfacing.

Sizes 12-42, 50c. Backviews pg. 64. Yardages pg. 66. Accessories pg. 62.

All Simplicity Patterns are printed.





Children Love  
Mother  
and Daughter  
Fashions



Mother and Daughter often take the same point of view when it comes to fashions. They both like these sleeveless jiffy dresses with yoked bodices and tiny banded collars. They're Simple to Make fashions of Fruit of The Loom percale. Mother's dress 4582, 11-18, 35c. Daughter's 4579, 7-14, 35c.

When the warm Spring days turn towards Summer a girl likes the comfort of a sleeveless dress with a low neckline. This one is especially pretty with bows at the shoulders. These jiffy dresses are Simple to Make and daughter's is like Mother's in every detail. Mother's 4582, 11-18, 35c. Daughter's 4579, 7-14, 35c.

There's something fresh and charming about peasant blouses worn with full dirndl skirts. The blouses can be worn on or off the shoulder and it would be fun to make petticoats to match. Directions for shorts are included in the pattern. Simple to Make styles. Mother's 4292, 11-18, 35c. Daughter's 3874, 7-14, 25c.

These twin dresses with their puffed sleeves have a demure old-fashioned appeal. There's pretty scalloping for detail and the skirts are stitched to striped flounces. Small collars trim the necks. Mother's dress has a neat self-belt, 3791, 11-18, 35c. Daughter's has a wonderful sash, 3808, 1-6, 35c. Backviews page 64. Yardages page 66. All Simplicity Patterns are printed.



4449



4581

4576

4451

## Children Love Fashions

4449—Every little girl looks forward to dancing school when she wears a pretty dress. This one is a princess dress like mother's with scalloped collar and cuffs. We've made it in Crompton's Carnation Red velveteen. Sizes 7-14, 35c.

4581—Little girls who know fashion will recognize the ensemble look in this three-piece outfit. Sizes 7-14, 35c.

4576—Nothing could be smarter for outer wear than this child's dress coat with detachable collar and cuffs, and pert beret to match. Sizes 1-6, 35c.

4451—The box-suit costume with a flared skirt and easy jacket. The weskit nips to a neat waist. Sizes 7-14, 35c.

4480—Even the youngest girls are interested in pretty clothes. Simplicity has taken their interest to heart with this charming dress. It has a scalloped yoke and sweet, puffed sleeves. The gathered skirt has a corded waistline to make a firm anchor for the sash, and there's a two-inch hem to grow on in the pattern. It's made of D&H Grant's imported English tartan gingham. Sizes 1-6, 35c.



4480



ESTA



## That Look Grown-Up

4577—This little girl, believing in teamwork, has paired a checked skirt with a box jacket. The skirt features an important-looking pleat and the jacket is short-sleeved. Sizes 7-14. 35c.

4578—Young men like sturdy, well-tailored clothes.

This one is very much at ease in his casual corduroy jacket and slacks with cuffs just like Dad's. Sizes 4-12. 35c.

4500—There's something about a knife-pleated skirt that all school girls love, and when you add a grown-up looking stole you really have an outfit. This one's a boon to mothers, for it's a Simple to Make style and comes in sizes 7-14. 35c.

4456—Your little girl will feel very efficient taking phone messages in this one piece dress and fitted checked weskit. It's made of cotton and worsted washable Lanella. Sizes 1-6. 35c.

4455—A real man's coat cut down to pint-size. Well tailored, it features slash pockets, a buttoned fly-front closing, and a matching cap. Rosewood Hollywood flannel. Form-ite sheer canvas interfacing Earl-Glo lining. Sizes 1-6. 35c. Costumaker buttons. Backviews on page 64. Yardages page 66. All Simplicity Patterns are printed.



LITOF



## Children Love Fashions

4485 — A yoked smock with an applique pocket. We've made it of Bates Disciplined Broadcloth so that it stays crisp.

A Simple to Make style with the transfer for the applique in the pattern. Sizes 2-8, 35c. The trousers to wear with it are:

3248 — Pedal pushers with turn-up cuffs and slant pockets. Made of Bates Disciplined Broadcloth. Sizes 1-6, 25c.

4276 — There's more than meets the eye to this play outfit. Underneath the gathered skirt there's a pair of cuffed shorts. Blouse, skirt, and shorts, sizes 7-14, 35c.

4452 — A boy likes to be comfortable when he plays and this lumber jacket is sturdy and practical. Classic little boy shorts come with it. Sizes 7-14, 35c.

4541 — A blouse and wonderful full skirt with plenty of leg room for active games. Sizes 7-14, 35c.

4501 — Four pocket apron with amusing applique. Fruit of the Loom percale. With transfer, sizes 1-6, 35c.

4233 — Worn with it, a demure dress with short, puffed sleeves and a high neckline. Fruit of the Loom percale. Sizes 1-6, 35c.



ESTA



## That Take to Play

More sturdy play clothes for children to romp and play in.

4316 — What could be more fun to wear than a dress with a petticoat? This one is gathered across the hips and back and scalloped at the pocket and neckline edges.

The petticoat has three self-ruffles. Sizes 7-14, 35c.

4543 — A sport shirt like Dad's, meant to be worn outside the trousers. Note the easy collar and handy pockets. 4-14, 35c.

4417 — Toddlers will love the beguiling bunnies on these sturdy overalls with suspenders that cross in the back and a bib front. There's a matching jacket with patch pockets and the whole outfit is made of Reeves plain and plaid Sanforized denim. ½-3, 35c.

4384 — A smock-apron with slacks to match is just the thing for play. The apron has a demure little Peter Pan collar and three roomy pockets for toys. The slacks have crisp cuffs and elastic casing for good fit at the waist.

Fruit of the Loom striped and plain percale. Sizes 1-6, 35c.

BGE buttons are used on these pages. Backviews are on page 64.

Yardages are on page 66. All Simplicity Patterns are printed.



# Teens—A Look of Their Own

A calendar  
of pretty clothes  
to wear  
through a busy week



## SUNDAY

Go calling in our suit with its slim skirt and neat box jacket. It's made of Botany Sanforlan Sportster and Princette flannel. Form-ite sheer canvas interfacing. BGE buttons. 4442, teen sizes 10-16, 35c.



## MONDAY

Start the school week in a blouse of Security striped worsted jersey and a skirt of Leon Bauling flannel. The cardigan blouse is 4536, teen sizes 10-16, 35c. The slim skirt is 4537, teen sizes 10-16, 35c.



## TUESDAY

Take time off for a coke in this dress with its fitted middy bodice, rolled cuff collar and smartly lined stole. In Everglaze Rustlo Taffeta and Sparta Satin Stripe by Peter Pan. 4475, teen sizes 10-16, 35c.



### WEDNESDAY

When the phone rings you'll be all ready for your date in our Simple to Make halter dress. The skirt is four gored and the bound neckline ties in back. Cone Sanforized Playtime denim. 4344, teen sizes 10-16, 35c.



### THURSDAY

A flocked gingham outfit for any occasion. The fitted weskit, triangular stole and softly pleated skirt are made of Forge Mills Check-A-Chick, and the buttons are by BGE. The three pieces, 4392, teen sizes 10-16, 35c.



### FRIDAY

Slim and well-groomed — a narrow skirt with jerkin to match and a three-quarter sleeved blouse. The jerkin and skirt: Juilliard bulky tweed. Blouse: Heller worsted Turin jersey 4425, teen sizes 10-16, 35c.



### SATURDAY

For Spring Proms — a ballerina length dress that's Simple to Make. California Handprints Kalua cotton. 4426, 10-16, 35c. Bkws. p. 64. Ydgs. p. 66. Accessories p. 62. All Simplicity Patterns are printed.

# A Collection of Separates In

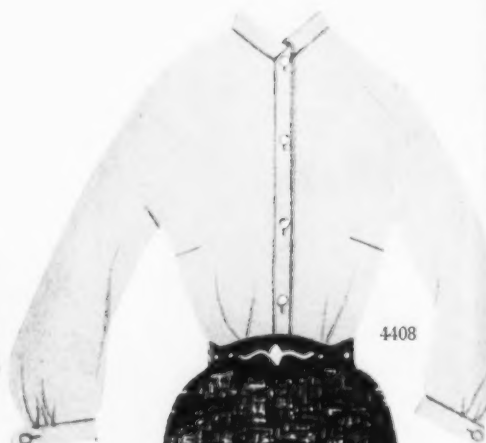


4530

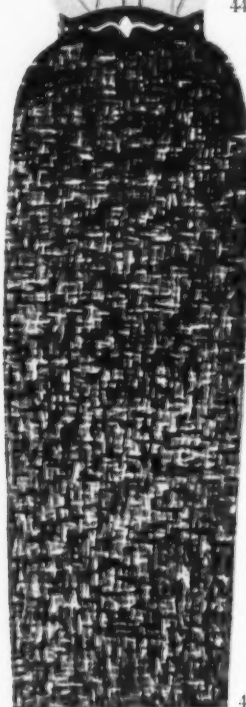


4553

4253



4408



4431



4506

4530 — Polka-dot blouse with a smartly cut collar. Sizes 12-20, 35c.

3813 — A full circle skirt that's Simple To Make. Waist sizes 24-32, 35c.

4553 — A stand away neckline blouse with a bow at the throat and short sleeves. Sizes 12-20, 35c.

4253 — Only four pattern pieces for a Simple To Make skirt styled with soft pleats. Waistband sizes 24-32, 35c.

4408 — Sleeves and blouse are cut in one for this three-quarter sleeve top with banded detail. Sizes 12-20, 35c.

4431 — Slim skirt, pockets at the hip. Waistband sizes 24-32, 35c.

4506 — Purse. One of several accessories in this pattern, 35c.

3813



# In Popular Pairs



4533 — A smart, sleeveless blouse, cut like a weskit, to flatter any skirt. A Simple To Make style, sizes 10-20, 35c.

3798 — A softly pleated, full skirt. Waistband sizes 24-32, 25c.

4411 — Cowl neck overblouse with side slits and cuffed sleeves. Sizes 11-18, 35c.

3330 — An arrow-straight skirt with a seam center front. Waistband sizes 24-32, 25c.

4529 — A shirt tailored like a man's with all the classic detail and good fit. Sizes 11-18, 35c.

4413 — A smart skirt with an inverted pleat and huge pockets at the hip. Waistband sizes 24-38, 35c.

4519 — A little Peter Pan collar and cuffs — with other gift items (not shown), 35c.

4195 — A soft clutch bag, with other accessories included in the same pattern, 35c. 4424 — One of three stoles, 25c. Backviews p. 64. Yardages p. 66. All Simplicity Patterns are printed.

# New Accents in Black and White



For a season of contrasts —  
a two-piece suit dress  
in black and white,  
molded close for fit, and  
shaped over the hips.  
The short-sleeved jacket sits  
low on the shoulder,  
flattering a pretty throat,  
and the skirt is pencil slim.  
4551, sizes 12-20, 35c.



Always good, now better than ever, the crisp, precise contrast of black and white in a group of wearable clothes for you to make. This sleeveless dress in one of the season's new floral prints, has an easy skirt and a soft, young collar. The little cardigan jacket is banded in fabric to match the dress and is included in the pattern. Made of Springknight Sanforized cotton print. Form-ite sheer canvas interfacing. 4566, 12-20, 35c.

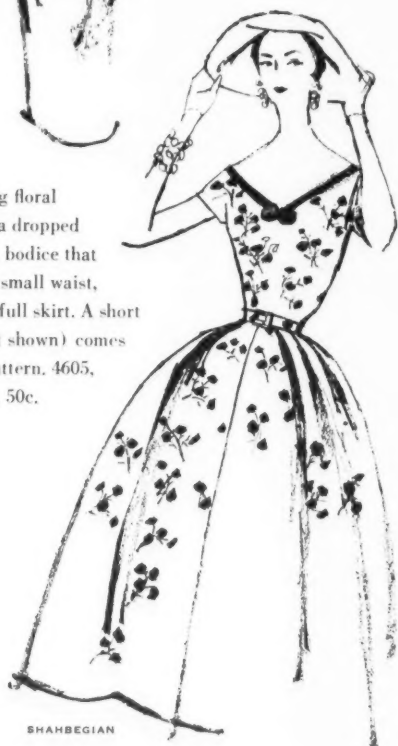
A bolero suit with a collarless weskit blouse, a straight skirt, and braid trim on the abbreviated jacket. A Simple to Make style, 4562, sizes 11-18, 50c.



The news is in the lining. A slim white sheath with matching jacket lined and collared in black and white checks, 4614, sizes 12-20, 50c.



A charming floral print with a dropped neckline, a bodice that points to a small waist, and a soft, full skirt. A short jacket (not shown) comes with the pattern. 4605, sizes 12-18, 50c.



SHANBEGIAN



The essence of fashion — a smooth sheath dress with a cowl neckline that flows to a V in back and ends in a pretty bow. Its inky blackness is punctuated with white pique detail and pearl buttons on the sleeves. Springknight Sanforized cotton. 4602, sizes 11-18, 35c. The hat, one of several accessories, 4506, 35c. BGE buttons. Backviews p. 64. Yardages p. 66. Accessories p. 62. All Simplicity Patterns are printed.





2

1



# Maternity Fashions

Designed to Keep You Comfortable,  
Well-Groomed and Pretty

Today's mother-to-be can now look as chic and well groomed as the slimmest girl in town. On these pages we've selected a wardrobe of comfortable clothes both tailored and dressy to take you through your waiting period. Our model was eight months pregnant when these photographs of her were taken.

1. Large photo: A crisp street length duster in Widder's Town Talk silk shantung taffeta. You'll find numerous occasions to wear this party coat-dress, 4535, Junior Misses' and Misses' sizes 11-18, 35c.

2. A two-piece suit dress, the neckline trimmed with braid. The slim skirt has a low cut front, pleat at center back. Skinner Danza bengaline. Armo interfacing. Transfer included, 4444, 11-18, 50c.

3. A boat-shape neckline to show-off your slim throat. Small cowl collar, pert sleeve edge ties to a bow. Large patch pockets. The slim skirt is adjustable. Cotton and worsted washable Lanella. 4534, 11-18, 35c.

4. Another wonderful suit-dress in wool flannel. Two pockets hidden in the side front seams. Detachable collar and cuffs. Slim skirt is cut low in front. Botany's Reedston flannel. Armo interfacing. 4560, 12-20, 35c.

5. The shoulder to shoulder neckline of this two-piece cotton dress is filled-in with a Peter Pan dickey. D. & H. imported English gingham. 4534, in sizes 11-18, 35c. Backviews on pg. 64. Yardages on pg. 66. Accessory information pg. 62. All Simplicity Patterns are printed.



4



3



5

Sew creatively with

# Mooreville

washable fashions-by-the-yard



\*\*\*Product of the Virginia-Carolina Chemical Corporation

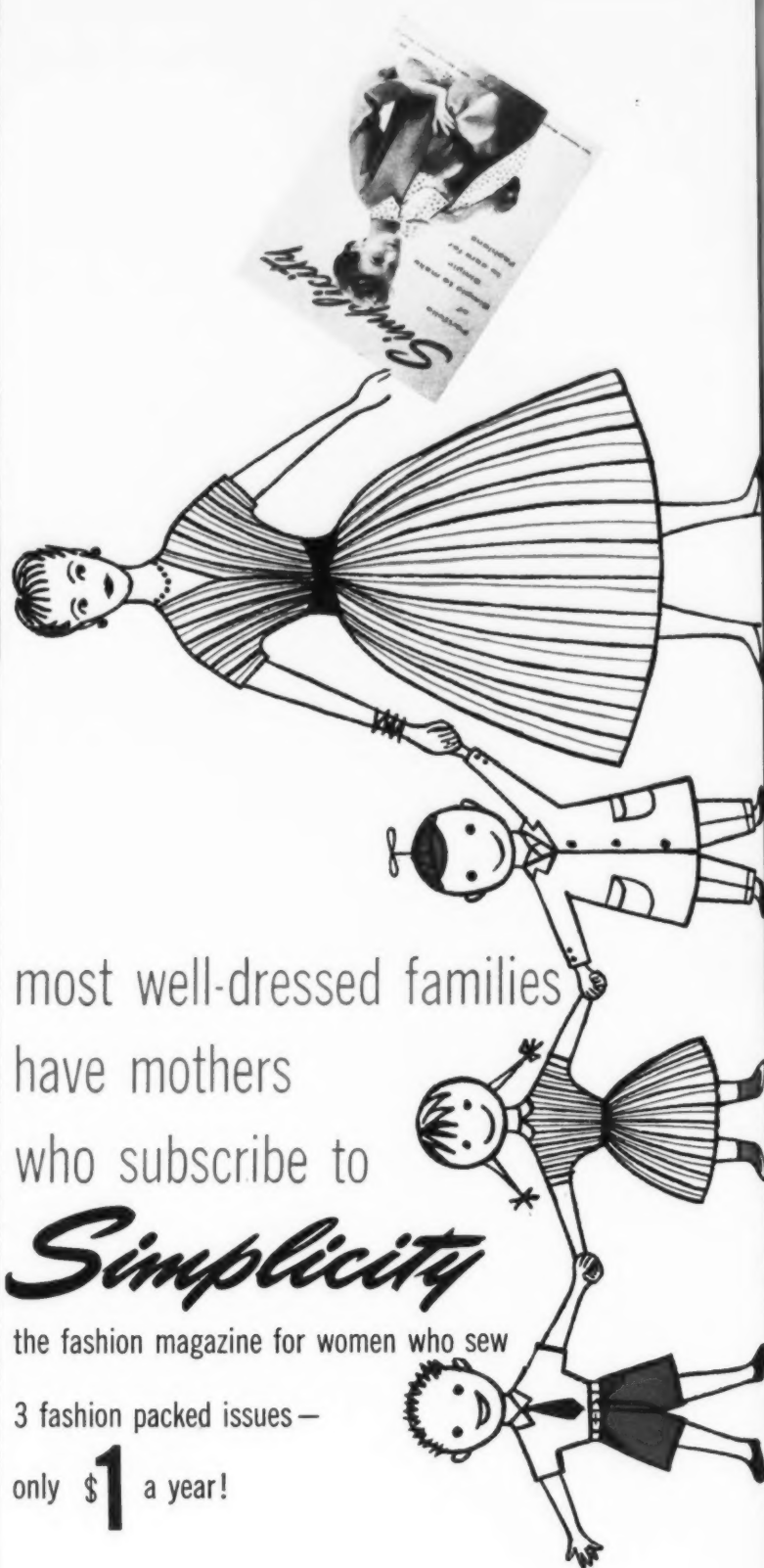
\*Fabric shrinkage no more than 1%

The same fabrics used by famous fashion designers. New Spring checks and plaids in Mooreville's superfine combed ginghams, mercerized for lively luster. Raycara, soft wonderblend of combed cotton, Vicara\*\*\* and rayon, in gay solids or neat patterns. All fast color, all Sanforized\*, for trouble-free washability. Ready now, in your favorite fabric department.

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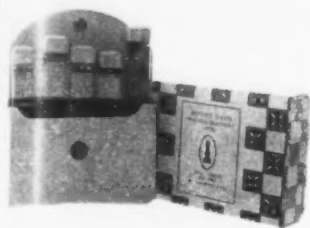
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SP '54



## Beauty Notes



Five different vials of Roman Bath Oil by Mary Chess in a plastic travel kit. Sprinkle a little in your bath water — it will soften and perfume your skin. \$4.50 plus tax.



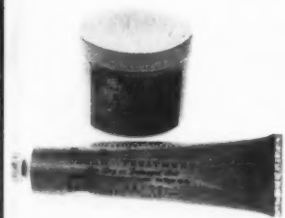
Pamper your stockings and your feet with Holeproof Stocking Saver lotion. Continued application will smooth legs and feet and save on hosiery bills. 79c, no federal tax.



Wani's cloudburst of White Rain Lotion Shampoo — 16 economical sprays of hair care to keep handy for the whole family. Leaves hair lustrous and manageable. \$1.75 the bottle plus tax.



At your fingertips — a new nail polish by Cutex with a twinkling iridescence of imported pearl essence and special long-lasting, chip-resistant qualities. Four lustrous shades. 39c plus tax.



Pond's Cream Treatment is a new help in making dry and damaged hair soft and manageable again. Also effective in dandruff removal. Tube (1½ oz.) 75c. Jar (2 oz.) \$1.00. Both plus tax.



Keep your Pond's Angel Face Case immaculate by replacing the puff from time to time. The replacements, called Vani-Puffs, are custom-made to fit the Pond's case. 10c.

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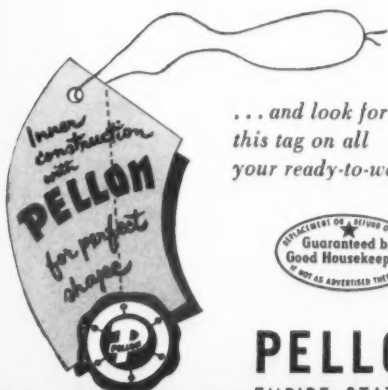
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"The Costume Look"—This pattern is for both the coat and the dress. Make the dress a pretty print, make the coat a solid shade... "lock in" the style with Pellon interfacing. Simplicity Pattern #4604



"Bell Silhouette"—Ever-popular, ever-versatile suit dress with new, shapelier lines. Pellon interfacing is a must for molding the hip line of the jacket as well as for the collar and cuffs. Simplicity Pattern #4551



"Short 'n Sweet"—Night and day you can't be without the glamorous short coat. Whatever fabric you choose, use Pellon interfacing for the coat front, the cuff and the pockets. Simplicity Pattern #4612

## Accessory Information

Here is a listing of the accessories used to complete the costumes in this issue and the page numbers on which they are featured. The New York address of each manufacturer is given. Write to him; he will tell you what store in your vicinity carries the merchandise. Don't order from him; his is not a retail business and he is not equipped to serve you.

### Bags

Ronay Bags	Pgs. 23, 26, 27,
1 East 33 Street	45, 52, 53
Roger Van S. Bags	Pgs. 24, 25, 28,
11 West 32 Street	29, 38, 39
Ingber Bags	Pgs. 36, 37
347 Fifth Ave.	

### Belts

Calderon Belts	Pgs. Cover, 23,
389 Fifth Ave.	30, 31, 32,
	33, 45, 52,
	53, 56, 57

### Gloves

Superb Gloves	Pgs. 23, 24, 25,
240 Madison Ave.	26, 27, 28,
	34, 35, 40,
	58
André David Gloves	Pg. 22
2 West 47 Street	

### Hats

John-Fredericks Hats	Pgs. 26, 45
29 East 48 Street	
Jolles Hats & Bags	Pg. 58
33 East 33 Street	

### Jewelry

Bartek Jewelry	Pgs. 22, 24, 25,
366 Fifth Ave.	26, 41, 57
La Tausca Jewelry	Pgs. Cover, 34,
411 Fifth Ave.	35, 45
Monet Jewelry	Pgs. 28, 29, 30,
6 East 32 Street	31, 35, 40,
	56
Richelieu Jewelry	Pgs. 32, 33, 36,
389 Fifth Ave.	37, 58, 59

### Scarves

Emily Wetherby	Pgs. 22, 28, 29,
Scarves	41
37 Park Ave.	

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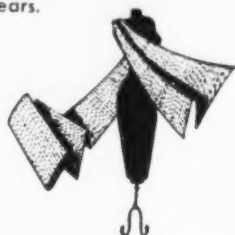


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## Foot Notes



A new low wedge shoe, "Petit-Point" by Joyce. A pointed toe and square vamp topped by a tiny gold buckle. \$10.95



For tailored or dress wear, a smart pump with an underlay of white trimming across the front. Mademoiselle \$16.95



A wonderful walking shoe to wear with your casual clothes. A 2 inch wedge. "Soft-Suiters" by Joyce. \$14.95



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## FRONT COVER

## BACKVIEWS FOR STYLES SHOWN IN THIS ISSUE



4559 4559



3248 3330



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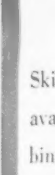
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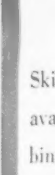
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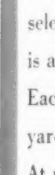
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## Sewing Circle



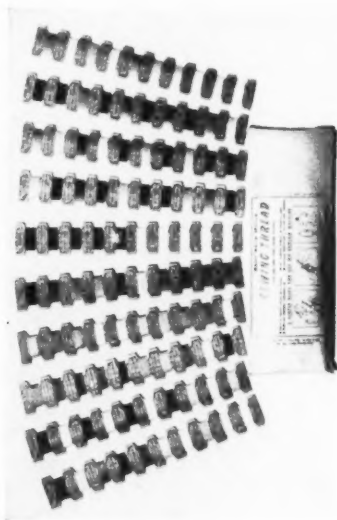
Skinner satin blanket bindings are available for home use when old bindings wear. Made of woven acetate with a ravel-free seal-edge, they are packaged by Trimtex. A selection of ten colors in two widths is available. \$1 and \$1.50 each. Each package has enough yardage to bind an oversize blanket. At notions counters everywhere.



If rugs and carpets are fraying around the edges, you'll want to know that there's a quick, easy way to repair them at home. A new product, *Rug-Bind*, goes on with only a hammer and shears, and can do a 9 x 12 rug in as little as 30 min. It comes in 12 or 20 ft. lengths and costs 25c per foot plus 15c postage. Instructions are also included. Beige, medium and light green and gray, red, rose, and blue. Cyemba Sales Corp., 120 Wall St., N. Y. 5, N. Y.



This thread box by David Traum is just about the handiest notion a seamstress can have. Made of clear, sturdy plastic, it holds 12 regular or small thread spools which permits thread colors to be seen at a glance. The top is equipped with a stainless steel bar which provides cutters for each spool of thread. Lengths of thread may be cut without removing the cover of the box. \$1.39 no tax. At notions counters everywhere.



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# NECCHI

# APPROXIMATE YARDAGES

All Simplicity Patterns are Printed. Patterns are 25, 35 or 50 cents. Yardages are in one size depending on size-range, and serve only as estimates. Check yardages for your size on back of pattern envelope before buying fabric.

No.	Pages	Size	Yards	Width
3248	50	4	1 1/4	35"
3330	55	28	1 1/2	54"
3791	47	14	bodice and skirt stripe contrast	3 3/4 2 1/2
3798	55	28	1 1/4	54"
3808	47	4	bodice and skirt stripe contrast	1 1/2 1 1/4
3813	54	28	3 1/4	54"
3874	47	10	blouse skirt	1 5/8 2 1/4
4153	33	14	4 3/4	35"
4171	25	14	3 3/4	35"
4180	25	16	1 7/8	35"
4180	35	16	1 1/2	44"
4183	44	16	2 7/8	54"
4191	28	14	3 3/4	54"
4195	55	med.	1 1/2	35"
4233	50	4	1 5/8	35"
4253	54	28	2 1/4	54"
4276	50	10	2 7/8	35"
4292	47	14	blouse skirt	1 7/8 2 3/4
4316	51	10	3 3/4	35"
4344	53	12	3 7/8	35"
4370	42	14	2 7/8	54"
4376	40	14	1 3/4	54"
4384	51	4	apron slacks, collar, cuffs & binding	1 1 5/8
4389	42	14	dress jacket & stole	1 7/8 3 1/4
4392	53	12	skirt weskit & stole	2 3/4 2 3/4
4395	25	14	2 7/8	54"
4398	30	14	3 7/8	39"
4402	28	16	3 1/4	54"
4408	54	16	2 1/4	39"
4411	55	14	1 1/4	54"
4413	55	28	1 7/8	54"
4417	51	2	2 1/4	35"
4424	55	one size	1	54"
4425	53	12	blouse jerkin & skirt	1 2 1/4
4426	53	12	6 1/2	39"
4427	39	16	3 3/8	44"
4429	43	16	2 1/2	54"
4431	54	28	1 7/8	54"
4434	35	14	1 1/2	39"
4436	45	16	3	54"
4442	52	12	jacket skirt	1 1/4 1 1/2
4444	58	14	3 3/4	39"
4445	43	14	dress & collar & cuffs for jacket jacket	2 3/4 1 1/4
4449	48	10	3 1/4	35"
4451	48	10	2 1/4	54"
4452	50	10	pants jacket	7/8 1 3/8
4455	49	4	coat	1 3/4
4456	49	4	dress weskit	1 5/8 3/8
4459	43	16	3	54"
4465	44	14	3 3/4	35"
4467	45	14	2 1/4	54"
4475	52	12	dress & stole stole facing & collar & cuffs	4 1/4 1 1/4
4480	48	4	dress contrast	1 3/4 3/8
4485	50	4	1 3/8	35"
4487	39	16	4 1/4	44"
4491	24	28	1 7/8	35"
4500	49	10	skirt & stole	2 1/4
4501	50	4	7/8	35"
4506	54	one size	bag	3/8
4506	57	22 1/2	hat	7/8
4519	55	14 1/2	1 1/2	35"

No.	Pages	Size	Yards	Width
4523	30	14	3 1/4	39"
4525	42	14	2 3/4	54"
4529	55	14	2 5/8	35"
4530	54	16	2 5/8	35"
4533	55	14	1 3/4	35"
4534	59	14	short sleeves	3 7/8
4534	59	14	3/4 sleeves	4 3/8
4535	58	14	3 3/4	44"
4536	52	12	1 3/8	54"
4537	52	12	1 1/2	54"
4541	50	10	blouse skirt	1 1/4 2 1/4
4543	51	9	1 3/8	35"
4549	37	14	2	36"
4549	40	14	1 1/2	36"
4550	38	16	3	54"
4550	39	16	3 3/4	36"
4551	36	16	3 7/8	45"
4551	56	16	top skirt	2 1/4 2 1/4
4552	34	14	1 3/8	39"
4552	34	14	stripe fabric	1 1/2
4553	37	16	2 1/4	39"
4553	54	16	2	35"
4554	24	16	2 5/8	36"
4554	24	16	stripe fabric	2 7/8
4555	40	14	three-quarter sleeves	1 3/4
4555	40	14	short sleeves	1 5/8
4556	32	14	dress contrast	4 1/2 3/4
4557	27	14	dress all one fabric	5 3/8
4557	27	14	coat	4 1/4
4557	29	14	dress & coat facing	6 3/8
4558	26	16	coat	3
4558	26	16	dress & jacket	4 1/2
4558	26	16	dress	2 3/4
4558	26	16	jacket	1 1/4
4559	21	14	dress & jacket	4 7/8
4560	59	16	contrasting jacket facing & bow	2 3/8
4561	22	16	8	54"
4561	37	16	3 3/8	45"
4562	23	14	jacket & skirt	4 3/8
4562	57	14	jacket facing & weskit blouse short sleeve jacket	3 1/4 1 1/2
4563	42	16	skirt blouse	1 7/8 1 1/4
4564	29	16	2 7/8	54"
4565	43	16	5 3/8	36"
4566	56	16	2 1/4	54"
4567	38	16	dress & jacket trim	4 1/4
4569	45	16	jacket	1 5/8
4571	39	16	3	36"
4576	48	4	3 3/4	45"
4577	49	10	1 3/8	54"
4578	49	8	jacket trousers	1 3/8 1 1/4
4579	46	10	lengthwise stripe	3 3/8
4579	46	10	3 3/8	35"
4581	48	10	skirt & bolero	2 1/2
4582	31	14	blouse & bolero lining	2 1/4
4582	46	14	5 1/4	36"
4582	46	14	lengthwise stripe fabric	5 1/4
4583	33	14	5	36"
4596	41	16	4 3/4	36"
4597	31	16	contrast dress & lining for jacket	1/4 4 1/2
4599	38	14	jacket	2 1/4
4599	39	14	3/4 sleeves	5
4601	39	14	4 1/4	36"
4602	57	14	5 1/4	35"
4604	27	16	3 3/8	36"
4604	27	16	dress dress & coat lining	2 3/8 5 7/8
4605	57	14	coat	4
4614	57	14	jacket	2 1/4
4618	37	14	4 1/4	39"
4619	33	14	5 1/4	36"
4620	38	16	border print	5
8490	44	16	3 1/2	35"
			3	51"



## Junior Shoe Box

Your child will be the envy of her classmates in these tassel loafers with real fur vamp. Sizes 12½ to 3. \$6.95. By Sandler of Boston.



A saddle shoe as soft as glove leather. Crepe Aire Sole. Children's sizes 12½ to 3. \$7.95. By Sandler of Boston.



A blue calf T-strap shoe with white piping — just as dainty and lady-like as could be. Sizes 5½-8, \$5.95. By Sandler.

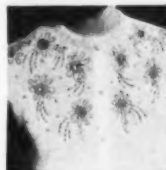


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SCARFS AND JACKETS

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*Walco*

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PATTERNS and KITS



No. 133



No. 136



No. 141



No. 171

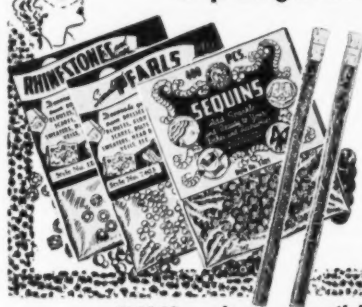


You have seen and admired costly embroidered fashions. The new Walco Patterns and Kits make it easy, inexpensive and fun to embroider all your fashions and accessories... for yourself, for gifts or profit. It is so chic... so sophisticated. These patterns can be readily applied on all accessories and apparel, such as sweaters, blouses, dresses, jackets, scarfs, stoles, collars and gloves.

Complete Kit contains full size pattern and all beadcrafter materials necessary: beads, pearls, bugles, drops, rhinestones, jewels, beading needles. Illustrated easy-to-follow instructions included. Priced from \$1.29 to \$3.98.

Patterns (sold separately) show actual size and placement of all beadcrafter materials. 6 thin beading needles and easy-to-follow instructions included. Only 25c each.

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## WISS PINKING SHEARS

A lot of fashion—for little money—and so quick and easy to make thanks to your Wiss Pinking Shears. These *quality* shears give a decorative, ravel-resistant finish and that professional look. They will cut all types of fabric even in multiple thicknesses. For the "Pinker Capelet" pattern, send 25¢ to Dept. SD, J. Wiss & Sons Co.

**Choose the Wiss Pinking Shears that best fit your needs!**

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**Model CB 9**—9"—\$7.95. Great favorite with professional tailors and dressmakers. Chrome plated, \$8.95.



**Wiss Felt Packet**—holds six pieces 6" x 9" felt, envelope of "jewels," with a professional needle, and patterns for ten appliques. At your notions counter or send \$1 to Dept. SD.



**J. WISS & SONS CO., NEWARK 7, N. J.**

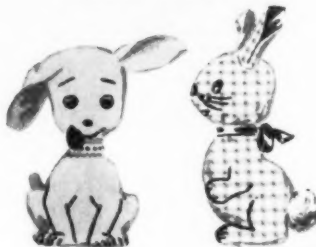
Manufacturers of Shears, Scissors, Pinking Shears,  
Metal Cutting Snips and Garden Shears.

## Needlework Novelties

Here are five clever ideas for gift items for you to hand embroider. Why not make these wonderful novelty items for shower gifts or bazaar prizes? There are five transfers designs for kitchen trim. We have put them on tea towels and a pot holder, but they'll be gay on whatever they're embroidered. Two of each motif, 4049, 25c.



These cuddly, soft animals are wonderful toys for the baby, or the older children will love them for bean bags. They vary in size from 5½" to 9½" high. Use your leftover scraps of gay materials, firm cottons or felt. Simple embroidery stitches are used for cute faces and outlines. Six different animals included in pattern envelope. 4510, 25c.



Whether your child is partial to Mary's Little Lamb or Peter Rabbit, he or she is sure to like these animal motifs. Ten other animals are also included in the pattern; ideal for children's clothing or nursery pictures, 4044, 25c. All Simplicity Patterns are printed.



## Doll Clothes



For a beautiful doll,  
a round of pretty new clothes.  
She might wear the formal with  
its own slip to a dance party, the  
cow-girl outfit to a costume party.

When summer rolls around she'll be glad for a cool organdie dress  
and the grateful shade of a matching picture hat. Also bolero suit, tam,  
a coverlet, pillow slips for doll's own carriage. 3729, 14"-21", 35c.



For the youngest dolls  
and their young mothers, a complete  
layette including patterns for a diaper and shirt, slip, dress, carriage  
coat, bonnet, rompers, sleeper, long and short kimonos. Any real baby  
might well envy this collection, with its authentic detail. 4129, for  
Baby Dy-Dee dolls. 11"-18", 35c. All Simplicity Patterns are printed.



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# Costumakers

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You'll find it in Costumakers . . .  
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designers and all the world's  
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fashion interest on you. The price?  
An unbelievable 10¢, 25¢, 39¢ and 59¢  
a card — at variety and  
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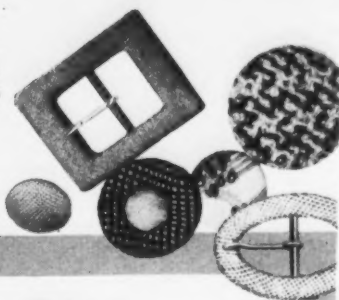
Costumakers TRADE MARK BUTTONS  
"THAT ARE MORE THAN BUTTONS!"  
LIDZ BROTHERS, INC., 250 W. 36th ST., N. Y. 18



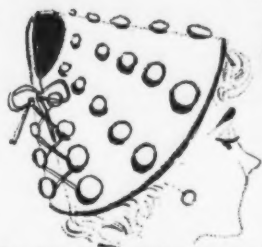


## gay Spring hats

so easy to make!



Give your spring hat a new personality by appropriating one of Dad's ties. Starting from narrow end, cut yourself a hat band. Cover oval Prims buckle from remaining part of the tie. Sew buckle to cut end of tie, buckle band onto hat.



Cut pique fabric double, cut one interfacing. Place interfacing between fabric, sew together. Cover Prims buttons of graduated sizes with pique. Overlap hat  $2\frac{1}{2}$ " in back, sew 2 rows of buttons to overlap, lace together with narrow cording. Finish off with spaced columns of graduated buttons.



**Prims**  
Cover Your Own  
BUTTONS • BUCKLES

so much  
fashion  
in so  
little time



No sewing, tools or paste needed with Prims. Just a simple "snip", "stretch", "click". 100% metal, rustproof. Can be re-covered.

**25¢ a card** in all sizes, styles, at notion counters everywhere. Slightly higher in Canada.



WILLIAM PRYM, INC., DAYVILLE, CONN.

## Enchantment

Blossom forth as the "belle" of the evening in an...  
**H. BATES NYLON NET**  
Sold at leading fabric counters from coast to coast.

**H. BATES CO.**

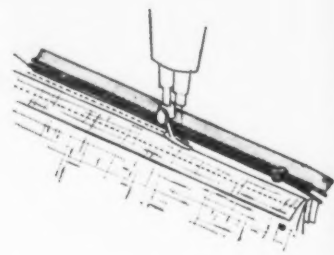
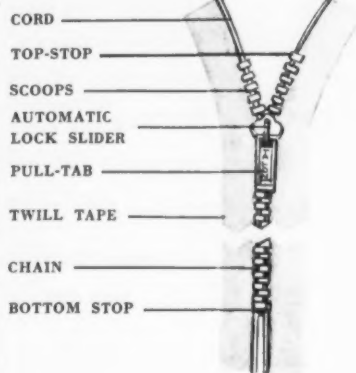
"NETS" TO YOU

H. BATES CO., INC.  
120 W. 42nd St., New York 36, N.Y.

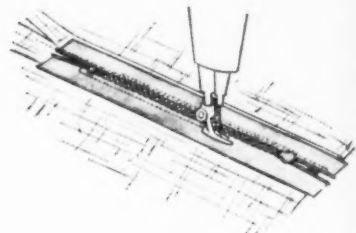
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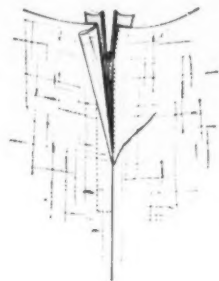
## The Skirt Zipper



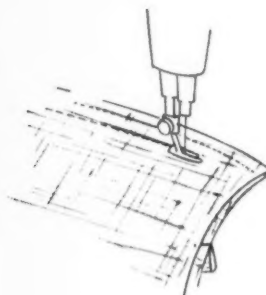
Close zipper. Turn zipper face-up. Smooth back seam allowance at edge of zipper and stitch to tape.



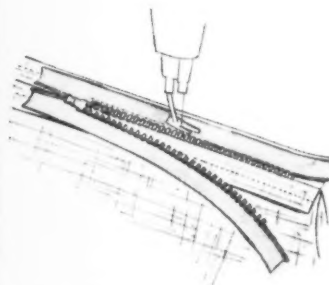
Turn zipper face-down, flat on seam. Stitch across lower end, up front alongside of chain.



Press application. Remove machine-basting from seamline.



Machine-baste (long stitch) placket opening. Press seam



Attach zipper or cording foot to machine. Open zipper. Place face-down on back seam allowance with edge of teeth at seamline and bottom stop at end of basting. Stitch to seam allowance alongside of zipper.

Here are a few more fine points on putting in skirt zippers. Keep zipper taut when measuring for placket length. Turn up its pull-tab when stitching. When turning corners, place needle in fabric, raise presser foot and pivot on needle. Lower foot and stitch. Let stitching fan out slightly around slider. Tie loose thread ends on last stitching outlining placket. Clip loose thread ends. Trim tape ends flush with top of skirt before attaching waistband. Work from inside of garment when removing machine-basting from seamline. Press placket on inside of garment. With towel under placket and damp press cloth over zipper, hold iron lightly over placket. Allow steam to penetrate cloth.

## Wash-Day Data

The woman who sews is as concerned about taking care of the clothes she makes as in the initial effort she puts into them. She learns right at the yard goods counter which fabrics have synthetic ingredients, which are wholly "nat-

is about equal to clothing weight.

Having decided on the type of machine she wants, the homemaker should come to know her water supply. Water dissolves practically anything it touches which makes it an ideal dirt chaser, but



These Bendix matched appliances, an automatic washer and dryer make an ideal home clothing care unit when combined with sewing and ironing equipment. The manufacturers will gladly answer laundering questions.

ural"; which are washable; which must be dry-cleaned. And, if like most of us, she's budget conscious, she knows that automatic home laundering is less expensive than dry-cleaning, as well as more effective for those fabrics not injured by soap and water.

Three factors are essential in the washing of clothes: washing action, water and a cleansing agent.

There are two types of washing action, either of which will wash clothes clean when combined properly with the other two essentials.

The first type, or vertical washer is loaded through the top. Inside at the center is a moving part or agitator which forces clothes through the whirling water to remove the soil. The number of gallons of cleansing solution (water plus soap or detergent) is about twice the weight of the clothes.

The second type, the horizontal or cylinder washer is in effect a vertical washer tipped sideways. The tub is provided with a cylinder whose continuous revolutions keep the cleansing solution moving. Projections from the side of the cylinder lift the clothes and drop them through the suds. In effect this method duplicates hand washing where clothes are lifted from the water, squeezed, and released in a continuous cycle. The number of gallons of washing solution needed

also means that it is rarely pure and almost always has minerals dissolved in it. High mineral content makes water "hard". In this case it is best to add chemical softener to your cleansing solution to protect your clothes.

Water temperature is also important in cleansing. Hot water of



If space is your problem — Bendix automatic washer and dryer unit.

about 145° gets clothes the cleanest, but some fabrics cannot take this heat, and water from 95°-100° will cleanse them adequately.

The third essential of washing is soap or detergent to lessen the resistance between soil and water. The amount to be used depends on the amount and type of soil in the clothes; the amount, hardness, and temperature of the water used.



## "Society" Chromspun Taffeta



from the looms of



Simplicity Pattern  
No. 4601

## your sewing talents deserve the best!

For lasting results, use the finest fabric for your fine sewing . . . and Schwarzenbach's "Society" Taffeta — the original Chromspun Taffeta — tops them all. Imitated by many, surpassed by none, this yarn-dyed glowing Taffeta with locked-in color, drapes beautifully . . . never fades . . . inspires compliments for you and your fashions. Schwarzenbach — first and foremost in Chromspun weaves.

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and most leading stores throughout the country.

# Make this dress with **DOT** SNAPPERS<sup>®</sup>



SNAP DRESS  
Simplicity Pattern  
No. 4539

Save 1¼ hours sewing time!



Only Dot Snappers have this professional attaching tool.

Why spend fifteen minutes apiece making buttonholes, when Dot Snappers go on in just two minutes? Have the same fabric-flat laundryproof fasteners you find on good ready-made garments. Dot Snappers are easy to put on with the special attaching tool. You save time other ways, too, with these modern fasteners. They work in a flash, go through the laundry like a breeze. Be sure you get genuine Dot Snappers. Ask to see the attaching tool. At notion counters only; no mail orders, please. John Dritz & Sons, New York 10.



DOT SNAPPERS KIT

**\$1.00**

Refills 25¢

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**DOT<sup>®</sup> SNAPPER PAK**  
with attaching tool... 25¢

Don't ever try to attach snap fasteners by make-shift methods! If you want to experiment with Dot Snappers before you invest in the complete kit with professional attacher, ask at notion counters for the Dot Snapper Pak with attaching tool. John Dritz & Sons, New York 10.

snap! it's open!

snap! it's closed!

it's a snap with

**DOT**<sup>®</sup>

ANOTHER DOT PRODUCT OF UNITED-CARR FASTENER CORP.

## Half Size Fashions

4435 — This timeless box suit will be in fashion for many seasons to come. Sew the hip-length jacket in tweed, the slim skirt in a matching solid color. Sizes 12½-24½, 50c.

4573 — A dress and jacket ensemble is a practical two-some for the first cool days of Spring. The narrow dress has short sleeves and neckline that dips to a V in front. The cardigan jacket has three-quarter length sleeves.

Sizes 12½-24½, 50c.



3635 — For town or country wear, a two-piece dress. The collarless jacket has small half-moon pockets; three-quarter sleeves. Wear it belted over the gently flared skirt. 12½-24½, 35c.

4572 — A flattering dress for the half size figure. Points of interest: horseshoe neckline, graceful sleeves, roomy pockets in skirt. Wonderful in a silk print. 12½-22½, 35c.

All Simplicity Patterns are Printed. See pattern envelope for backview and yardage information.



## Fashions for Women

4448 — A charming tailored dress you'll feel at ease in for any informal occasion. The blouse-like bodice features a generous pointed collar and a front closing held by

one large button. The graceful skirt is gored, allowing ease of movement. Sizes 12-48, 35c.

4520 — A slenderizing one piece dress that can be changed-about by accessories. Many rows of horizontal tucking across the bodice front. The

narrow skirt has an inverted front pleat and two roomy pockets. Sizes 12-46, 35c.



4448



4520



4203

4203 — A dress that would be wonderful in a silk print fabric. The bolero-like jacket is cut in one with the bodice. Gentle unpressed pleats on each side of the slim skirt. Sizes 12-42, 50c.

4490 — Start the Spring season in this becoming fitted coat-dress. It buttons to the neckline, has three-quarter sleeves, and a neat collar. 12-48, 35c. All Simplicity Patterns are printed. See pattern envelope for backviews and yardages.

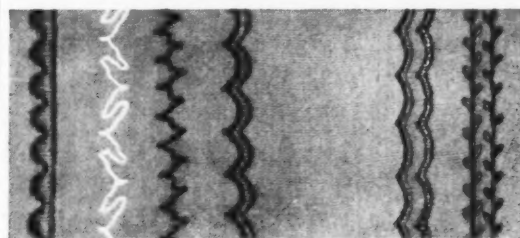


4490

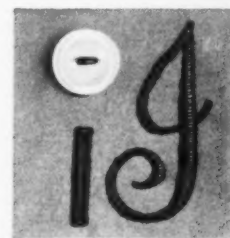
it's  
as  
easy as playing a record!



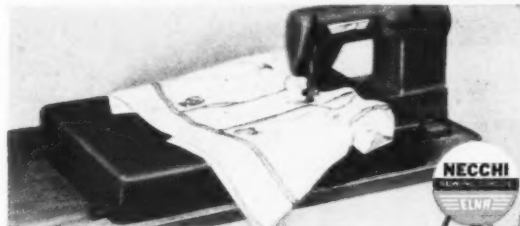
No attachments to screw on . . . no dials to turn! Just choose the right Magic Disc, drop it in, and Elna's Magic Brain turns out exquisite stitching. Even if you've never sewn before, you can make beautiful clothes from start to finish on the remarkable new Elna Portable!



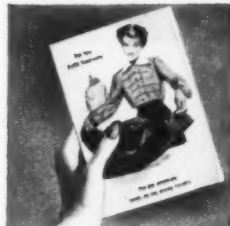
There's a Magic Disc for every kind of stitch . . . including hundreds of embroidery stitches, some never possible before! The new Elna sews an unbreakable stitch for knit fabrics, embroiders with two needles in two colors at once, sews forward, back, straight, zigzag.



Without attachments the Elna sews on buttons, makes buttonholes, monograms, appliques. Saves you time, trouble, money.



Portable case turns into full-size worktable for slipcovers, draperies, coats. Slide away the worktable—and Elna's free arm is ready for darning socks, for sleeves and tubular fabrics. For a free demonstration visit one of the 2000 Necchi-Elna dealers. Parts always available. Factory performance guarantee with every machine.



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the new  
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FOR FREE BOOKLET, WRITE DEPT. EM-338 ELNA SEWING MACHINE CO., INC., 164 West 25th St., New York 1, N. Y. or 515 West Webster St., Chicago 14, Ill. or 3780 South Hill St., Los Angeles 7, Cal.

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Now you can make  
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Attach it to your self fabric belt made with

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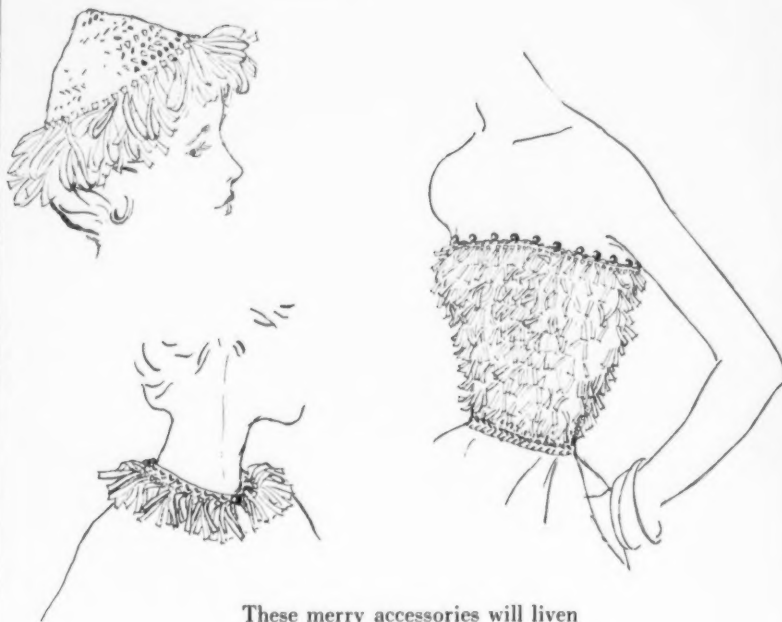
**BAC-A-BRAND COVERED BUCKLE** (with prong) in 10 fashion-right styles... simple instructions on reverse side of card from 15¢ to 25¢.

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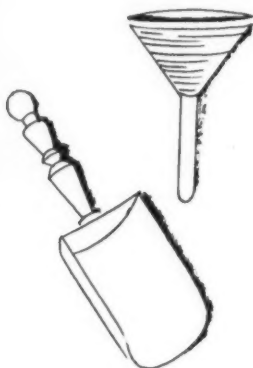
**BAC-A-BRAND PRODUCTS, Inc.**  
24 University Place, New York 3, New York

## Ribbon Accessories



These merry accessories will liven any costume and, if you have a knack for crocheting, you can make them yourself. They're all made of Fairfame ribbon and you can get the directions by sending a stamped, self-addressed envelope to Crochet, Simplicity Pattern Book, 200 Madison, N. Y. 16, N. Y.

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Do you waste precious powder and perfume while trying to transfer them to your favorite compact or perfume flacon?

We're sure you'll find these two miniature gadgets indispensable.

A tiny powder scoop and perfume funnel. Packaged together for \$1.

A neat cosmetic case that can double as an attractive evening bag. Pearl studded compact and comb in transparent purse. \$1.

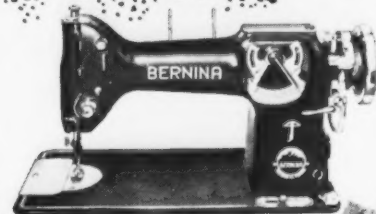
If you've always had to dig through your purse for your charge-a-plate try this case and key ring combined. \$1.

All gadgets by Ernest Steiner.



## The AMAZING BERNINA

### AUTOMATIC BRAIN\*



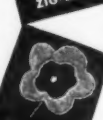
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SO EASILY!

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A profile hat that's flattering to most faces. The net frame now comes packaged with pearl and gold bead trimmings for you to sew on by hand. Full instructions included. Complete kit, approx. \$5.95.

By Jolles Studios.

Make this cobra Peter Pan collar yourself. Package includes cut-out collar and lining,

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The Simone Kit.

This linen Peter Pan collar comes already assembled in a kit with vari-colored bead and shell ornaments for you to sew on by hand. \$4.25.

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A Toyo-straw belt decorated with strips of patent leather and white beads.

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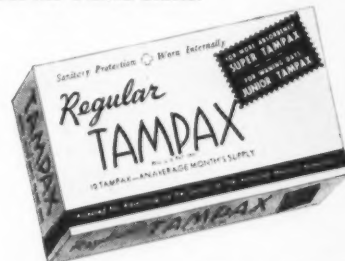
**1. Comfort.** There's no possibility of chafing or irritation with internally-worn Tampax. Actually it's so comfortable the wearer doesn't even feel it, once it's in place.

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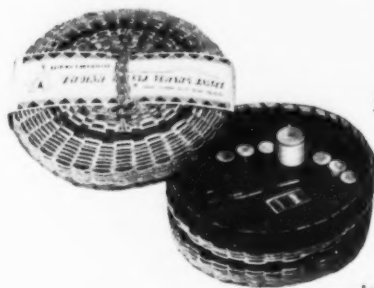
By Belding Corticelli, it has a removable sectional tray and a generous supply of sewing aids. About \$3.50 at notions counters.

Belding Corticelli's Skycade — a double duty traveller combining all the virtues of a brocade evening bag and completely appointed sewing kit. About \$4.95 at notions counters.



An American Indian Sewing Basket of fragrant "sweet grass".

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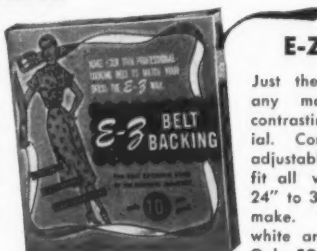
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Scovill Mfg. Co., Waterbury 20, Conn.

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## The Decorative Skirt



Topical skirts are all the rage and this one with its bright tulips and sunshine daffodils might well have come from an expensive boutique. However, it's a Simple to Make style in a full half-circle, and the flowers, leaves and picket fence are all done with transfers included in the pattern.

The embroidery and applique were done on a Pfaff Dial-A-Stitch machine without any special attachments. The skirt is made of Moygashel crease-resistant Shanline Irish linen. 4532, waist-sizes 23½-30, 35c.

All Simplicity Patterns are printed.

*You can sew this skirt and blouse every stitch of the way*

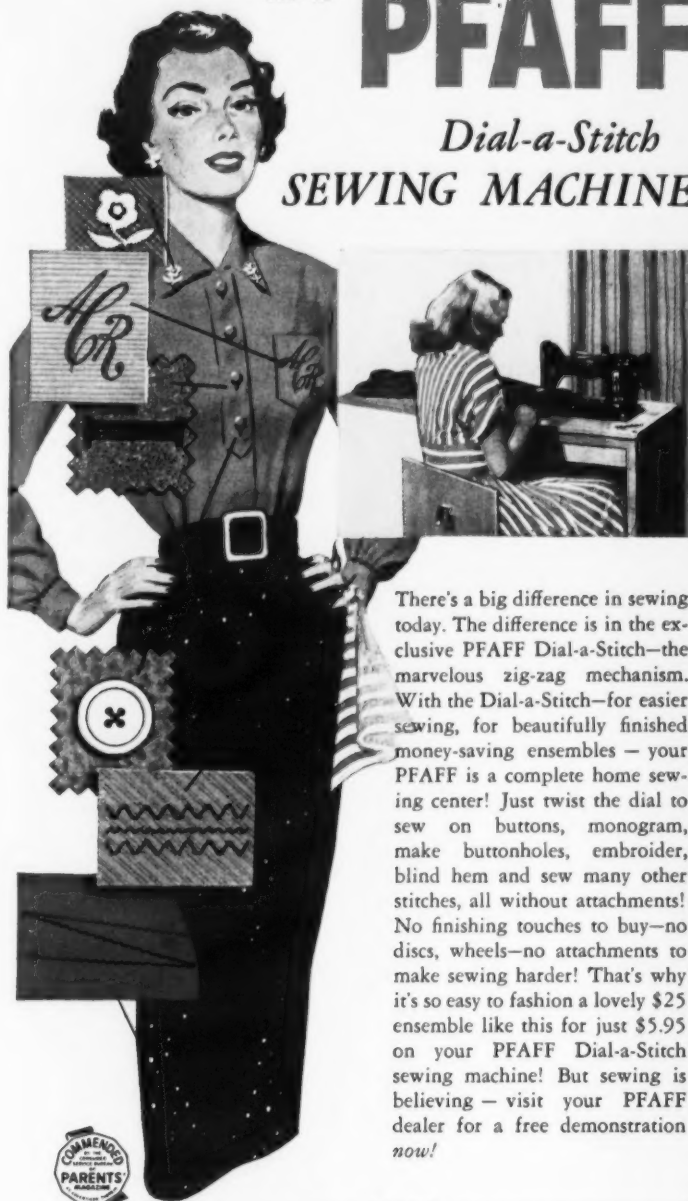
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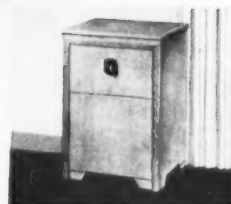
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## the "sew-easy" fashion-flair corduroy!

Here is a truly modern fashion fabric... Crompton's Pinroy Cordurella, a soft, lightweight combed corduroy... truly the queen of corduroys. You'll love it for resort and town clothes... the way it drapes, pleats and folds. Naturally moth-proof since it's made of cotton, easy to keep in shape, wears like a native of Shangri-La. See all of Crompton's famous pinwales in solid colors and provocative prints.

All Crompton pinwales, combed and carded, in solid colors and patterns, carry the Certified Washable Seal of the American Institute of Laundering.

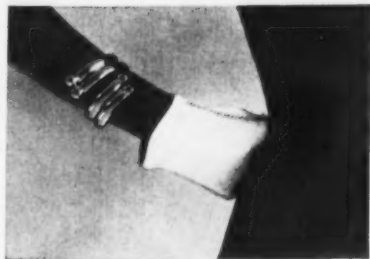


For pattern number, write to:

Crompton-Richmond Co., Inc.,  
1071 Avenue of the Americas, N. Y.  
Makers of the Finest Corduroys,  
Velveteens and Velvets

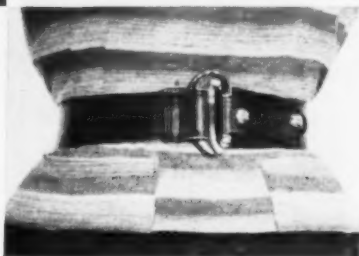


## Accessory Highlights



A tailored clamp on bracelet in gold plate that doubles around your wrist. It has the look of real gold. The Bartek Jewelry Co. \$10. plus federal tax.

To circle your waist a belt you'll be proud to own. Hand rubbed antique finish. Fishhook closing. By Calderon Belts \$7.95. In brown, red and black.



A contour belt in pastel shades — made in the finest grade of calf. Cut-away over the hips it has a welted edge and covered buckle. Calderon Belts. \$8.95.

A cowhide belt with a heavy brass buckle and tip. About 2½" wide. By Calderon Belts. \$5. Add a cluster of painted daisies by Flower Modes. \$1.



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A roomy handbag styled after a miniature cosmetic case. Stiff leather handle. The inside is lined in red faille and has a large mirror on inside cover. By Ronay, \$15, plus federal tax. Available in: black, navy, red and all the newest shades of brown.



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The Guatemalan cottons are hand-woven by an age-old native technique that makes them soft as fine wools. They have a truly heirloom quality.

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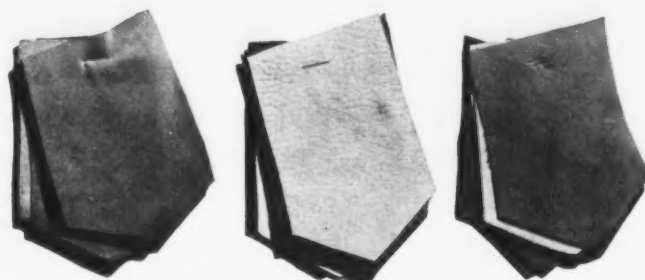
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4389

4433

The leather is available in an array of smart fashion colors in suede, at \$5 per skin, capeskin at \$5 per skin and goatskin at \$5 per skin. On the average, one skin is enough for a small size vest, four skins for a long sleeve blouse or jacket. Write or send check or money order to Erica Modes.

Free instruction booklet on cutting, sewing and caring for leather will be sent free. We suggest these two basic garments for leather sewing.

4389, cardigan jacket, sizes 11-18, 50c.

4433, fitted vest, sizes 12-44, 35c.

All Simplicity Patterns are printed.

The Morse "Foto-Matic" Sewing Machine is built along entirely new engineering principles and sews anything from leather to crepe-paper, and it's jam-proof. Distributed nationally. About \$269, with case.



**CROMPTON**

Whalebone Cordurella...



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Just wait till you sew something wonderful in this corduroy . . . Crompton's Whalebone. Those rich, widely set ribs give a new dimension to corduroy . . . a lush cut-velvety look. Perfect for your resort or town coats, dresses, suits, separates.

Coat Simplicity Pattern #3761

See all of Crompton's famous pinwales and wide wales, truly modern fabrics that are naturally mothproof since they're made of cotton, that wear and wear with little care. The solid colors are lush . . . the prints are exciting in stripes, plaids, checks, tweed and flannel effects.

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Now save the costly charges you pay every time you have clothes altered! Have smart, new, custom-fitted fashions at a fraction of usual cost! Transform last year's clothes into the latest style for the cost of thread alone! It's easy—with the miraculous new Acme! Your clothes look lovelier, fit better—yet you make them in half the time!

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Yes, this is the magic your Acme dress form shows you how to put into every lovely garment you make for your life-time! Even if a new foundation garment or bra changes your figure lines, your Acme form changes right with you. You don't have to be a perfect size to get a perfect fit. If your size is "in between"—if your hips are a size larger than your bust, or vice versa, Acme adjusts to follow your form exactly! No matter how much you gain or lose, YOU CAN'T OUT-GROW OR OUT-SLIM YOUR ACME!

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#### USE THIS HANDY COUPON NOW --

Have Your Acme In Time to Make a Stunning Spring Wardrobe!

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Please send my Acme form right away! I enclose deposit of \$3.00 in check or money order and agree to pay \$2.00 a month till full price of \$15 is paid. However, if I'm not thrilled with my Acme after using it 10 days, I may return it, and get my \$3.00 back immediately. This is an iron-clad guarantee!

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**Get Your Acme Form Now!**  
**USE 10 DAYS WITH NO OBLIGATION**

Make a new dress, suit or your whole season's wardrobe! Then if you don't agree it's as good as we say it is—send it back! We'll immediately return the deposit of \$3.00 that brings the form to you. However, we think you'll be as delighted with your Acme as 1,000,000 others have been with theirs. Then, and only then, when you're convinced of its value, send only \$2 a month until the low balance of only \$12 is paid. Remember, your Acme comes to you now, for just \$3.00.

UNIQUE!

#### Easy Slide-and-Hold Action Adjusts Acme at 6 Points

Every part adjusts quickly, easily, separately—at finger touch—then holds position rigidly until you change it. Don't be fooled! No other dress form has these thrilling new features:

1. Neck becomes slimmer or larger in an instant!
2. Shoulders glide out wider, slide in narrower. Each may be raised independently of the other.
3. Bust expands or contracts, raises or lowers to conform with your figure.
4. Waist becomes narrow or wider, lengthened or shortened in one fast motion!
5. Hips may be made larger or smaller in seconds! One hip may be raised higher than the other.
6. Height adjusts taller or shorter with a turn of the finger. No matter what length fashion decrees, your hemlines are always right with an Acme!



**All 3 made their dresses on 1 Acme form!**

The sisters above and their mother, set the styles for their friends! See how beautifully their smart new dresses fit—and they all used the same wonderful adjustable Acme! Your Acme will adjust to your figure, and be your own personal 3-D mirror, even if you gain or lose pounds.

#### In 50 Years We've Sold 1,000,000 Acme Forms To Satisfied Customers

HERE'S WHAT THEY SAY:

FROM MRS. E.M.W., CLEBURNE, TEXAS—"... the most useful time saver for sewing I've ever experienced! The Dress Form is a wonder. I wonder how and why I did without it so long."

FROM MRS. A.W., BROOKLYN, N. Y. —"I made my own wedding gown on my Acme form 25 years ago, and still use it for all my clothes. Now I'm making a bridal dress for my daughter on the very same form! I'd like my girl to have her own now, so..."

FROM MRS. H.S., NEW HAVEN, CONN.—"Right after my new Acme arrived, my doctor put me on a diet. I was afraid I wouldn't be able to use the form after I got slimmer. Now I'm 13 pounds lighter, smaller all over—and so is my Acme! It was easy to remodel my dresses, skirts and even a coat!"



**COMPACT**  
Swivels down to half size, packs away in handy storage carton, slips into a closet.

#### Sewing Circle



You who enjoy sewing will want to let others know about your hobby. Sew these labels into your clothes as evidence of your skill. Made of heavy woven taffeta with your name hand-embossed, they make ideal gifts for anyone who sews, knits, or crochets. They may be had by writing to Designs Publishing Corp. Dept. S-4, 211 East 37th St., New York 16, N. Y.



Those elusive sewing accessories will stay put with a "Cleopatra Sewing Necklace." Worn around the neck as you sew, it keeps a pin cushion, thimble case, and measuring tape between gay wooden beads and at your beck and call. It comes in four colors, ruby, aqua, emerald, or sapphire. \$1.79 postpaid. Available from Hazel Ashman, 330 E. 79th St. New York City, New York.



Strike  
perfect  
harmony

Avondale fabrics are tuned to one another. Play a denim with a chambray, a solid with stripe. They're all Companion Fabrics in Companion Colors—composed to make beautiful music for you.

for a wonderful match choose **Avondale**

*Companion Fabrics*

*for the clothes you sew,  
in the clothes you buy*



Sew a striped Sandbar Denim dress.  
Mate it with a solid Sandbar jacket.

Sew a skirt of Onyx Denim in a  
solid color. Match it with a  
Mignonne Chambray blouse—  
a striped Onyx jacket.

Write for pattern name  
and number



*She  
Sees*

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*Botany*  
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You're doubly proud of the fashions you make with "Botany" . . . proud of the world famous fabric — proud of your own creative skill. Botany brings you fabrics that are loomed for fashion—FABRICS THAT ARE CONSISTENTLY WORTHY OF YOUR TIME AND EFFORT . . . the same fabrics used by leading fashion designers.

Here, a costume suit in Botany Thistle, a pure wool bouclé, available in pale Spring shades. A simplicity Pattern #4569.

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